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Electrical Merchandising

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FEBURARY, 1931

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A Sensational new type of Radio

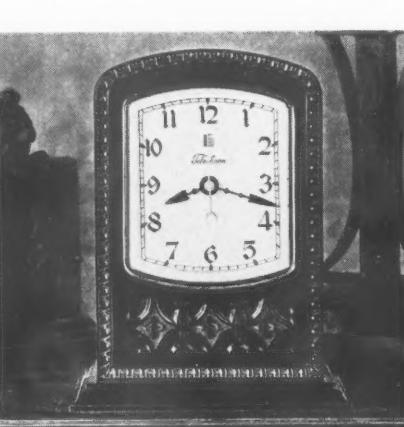
. . a full size, full tone radio
that occupies less than one
square foot of floor space

See

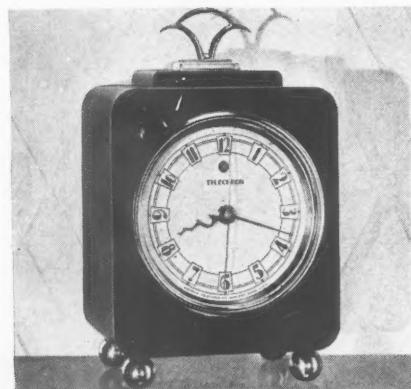
Westinghouse Radio

announcements on pages 10 and 11

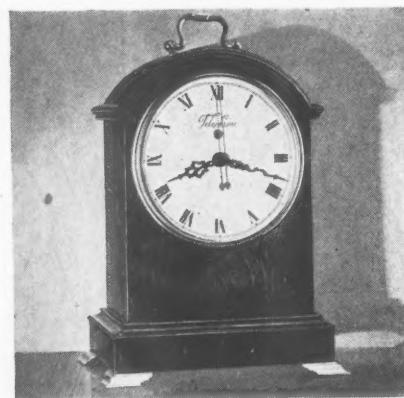
MANY DEALERS HAVE FOUND THESE
THREE DISTINCTIVE DESIGNS



Tudor—Moulded case, walnut color.
Retail, \$9.75.



Apollo—Moulded black case, chrome fittings.
Retail, \$15.



Waverly—Mahogany case, bronze fittings.
Retail, \$40.

THERE are definite reasons why you should stock and sell Telechron Electric Clocks. It is the *original* self-starting, synchronous electric clock. It is made by the makers of the Telechron Master Clocks in America's power houses. *It offers the widest, most interesting range of models and prices.* It is backed by the most extensive national advertising campaign ever devoted to electric clocks.

Three prime reasons for Telechron's outstanding sales success are pictured on this page. Dealers in every corner of the country have proved these models particularly profitable.

"Tudor," No. 356 at top, stands $6\frac{1}{8}$ in. high and looks trim and smart on writing desk or dressing table. It has a moulded case, mottled walnut color, and a cream-colored dial. Retailing at \$9.75, it makes a capital sales-leader for the entire line.

"Apollo," No. 357 next below, is a fresh and unusual design—modern in spirit, but restrained enough to fit into almost any setting. Its case is moulded black beetle, with chromium fittings and silvered dial. $7\frac{1}{2}$ in. high, it retails for \$15.

"Waverly," No. 605 is one of the most distinguished members of the Telechron family, with a pleasant Early English flavor. It stands $11\frac{1}{2}$ in. high and retails for \$40, with mahogany case and bronze fittings.

There are many more popular and profitable models in the Telechron line of electric clocks—many more reasons why the Telechron Authorized Dealer franchise is valuable. It will pay you to investigate them. Use the coupon below for convenience.

WARREN TELECHRON COMPANY
1-2 Main Street, Ashland, Massachusetts

Please send me information on Telechron electric timekeepers and details of your authorized dealer franchise.

Name

Address

Telechron

Electrical Merchandising

VOL. 45

No. 2

Contents for February, 1931

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<i>Under a Bushel</i>	by L. E. Moffatt	29
<i>How a Home Laundry Earns Money</i>	by Mrs. Ralph Borsodi	30
<i>What Increased Broadcasting Power Means to Radio Sales</i>	by O. H. Caldwell	34
<i>Men Without Money</i>	by Alan Streeter	36
<i>Home-Maker's Fair Brings Out 12,000</i>		39
<i>Pacific Gas & Electric Goes "Through-the-Dealer"</i>	by Clotilde Grunsky	40
<i>Clean Selling</i>	by Laurence Wray	42
<i>Radio</i>		45
<i>Vacuum Cleaners</i>		46
<i>Irons, Ironers</i>		47
<i>Home Service</i>		48
<i>Oil Burners</i>		50
<i>Refrigerators</i>		51
<i>Ranges</i>		52
<i>Can I Carry It to Your Car?</i>		53
<i>The League in the Sky</i>		54
<i>Clockin' 'Em</i>		60
<i>I Make My Own Collections</i>		61
<i>How Decatur Campaigned Refrigeration</i>		62
<i>New Merchandise</i>		64
<i>Firing Line News</i>		69
<i>Shots From the Field</i>		72

INDEX

If you are especially interested in any of the following electrical devices, please turn to pages indicated:

Ranges	29, 39, 40, 42, 52
Washers	30-1-2-3, 36, 42
Ironers	30-1-2-3, 42, 47
Irons	30, 47
Radio	34, 45-6
Cleaners	36, 42, 46
Oil Burners	50
Heating Appliances	42-3-4, 47
Refrigerators	51, 42, 62, 39
Clocks	53

The Course of Business

THE ability of business to hold the line is becoming impressive, and is far more significant than its failure to make any spectacular gains This resistance to further retreat has been evident in practically every indicator since the middle of December—in steel, coal, electric power production; in merchandise car-loadings; and particularly in building contracts Commodity prices and stocks have likewise shown a persistently narrow range of fluctuation, and on the positive side, the bond market has made a fairly good recovery from its slump in the last quarter of 1930 Our index of general business activity has held above the Hindenburg line of 75% of normal for six weeks, with a slight upward drift. This week it still clings close to 80% of normal All this is the more striking because it has come without any evidence of large-scale action by central banking authorities to check deflationary financial forces and hasten recovery, and in spite of a nasty political background Business is now obviously beginning to realize that it has to stand on its own feet and make the grade by its own initiative and energy, and is rallying its forces, with real leadership, to the defense of established standards of living upon which its future depends. The lines are being more sharply drawn, pro and con.

The Business Week, January 28, 1931.

L. E. MOFFATT
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Tenth Ave. at 36th St., New York, N. Y.
Cable Address: "Machinist, N. Y."

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42% Gross

selling the successful
Timken Oil Burner

*—and one of the most outstanding
sales coöperation plans in the home
appliance industry.*

Read that headline once again. These five words mean big profit on every sale for the Timken Oil Burner dealer. And

**Timken Sales Increased
56% for 1930 and there's
a bigger year ahead**

Timken's increasing popularity; Timken's low price (only \$335 for a full-size burner); Timken's proved fuel economy; and the greatly augmented coöperative help given by Timken—will mean more sales than ever before in 1931.

Everybody knows that 1930 was a hard year. Buyers wouldn't buy. Business was badly off. Yet in this tough year Timken Oil Burner sales *increased 56%*. Why? Because buyers were critical. They compared not one or two but *all* burners. They demanded the *best value*. And 56% more Timken Oil Burners were sold as a result.

1931 a Golden Opportunity

The opportunity for Timken Oil Burners and for a merchant like you in 1931 is tinged with gold. The Timken Oil Burner is accepted nationally as an outstanding value. Timken will ride the crest of the wave in 1931.

Greater Help for Timken Dealers

As a Timken dealer in 1931 you would have—(1) The Timken Retailing Success Formula—proved in *five* years of retailing experience through our own retail stores. You



TIMKEN OIL BURNERS

Under a Bushel

AN ELECTRICAL manufacturer was telling me about his new home, situated in a fine new suburb of a large city. He showed me the landscape gardener's drawings for the shrubbery planning. He told me the trouble he had gone to for the right color slate on the roof; the several bathrooms tiled to match the decorations of the adjoining bedrooms; two car garage;—even the good wiring installation and the lavish provision of convenience outlets. There was a super-sized electric refrigerator. Then he mentioned that because, at the time construction started the house was beyond the limits of the city gas system, they had expected to install an electric range, but *fortunately* gas lines were rapidly extended during this development, and by the time the house was completed the family were able to cook with gas.

Why *fortunately*? Well, it seemed that Mrs. Manufacturer had known a number of other similar homes where electric ranges had been installed because no gas was available, electric ranges which had been replaced with equipment for gas cooking when it became available.

THIS is but one of many thousands of families, drawing income even from the electrical industry, which have been sold on electricity for every use but cooking.

For nearly a year this magazine has been agitating for an allowance by power companies to cover the cost of range installation. We have referred to the cost of wiring as the chief barrier to greater range sales. But the conviction is growing, to the writer at least, that a barrier, at least equally as high, concerns not only the indifference and ignorance of the public to the electric range, but of the industry as well.

In talking and writing about electric ranges I have often used the electric refrigerator as an analogous appliance that has rapidly outdistanced the range. I have been criticised for so doing; there is no analogy, it has been urged. The refrigerator, I am told, is a more dramatic application of electricity. It seizes the imagination of the public to a degree which the range cannot. There is a pride of ownership in a refrigerator, which a range owner does not feel. In spite of these objections, it still seems to me that a large part of the drama of the refrigerator, a large part of its appeal to the imagination and pride of ownership has been written into it and built into it by the tremendous amount of advertising activity which has been behind refrigeration sales.

TAKE one of the first copy appeals ever used in refrigeration—the iceman's dirty feet. Some millions of dollars were spent in making a leper out of the iceman, because he tracked up the kitchen floor. And this appeal to cleanliness was probably a good one.

On this score of cleanliness compare the walls and ceilings of a kitchen where gas is the fuel, with a kitchen where the family cooks by electricity. If women are interested to the degree of buying some hundreds of thousands of refrigerators to keep the iceman from tracking up the floor, why won't they buy an equal quantity of ranges to keep soot from their walls and ceilings? If health is an appeal with refrigeration, isn't freedom from gas fumes a health appeal for the range? If frozen desserts is an appeal for the refrigerator, aren't better tasting foods a range appeal?

Last year some \$8,000,000 were spent in national advertising for refrigeration. During the same period less than \$500,000 was spent in the national promotion of ranges. For the power company in load, for the manufacturer, distributor, dealer in profits, the electric range is today our great undeveloped merchandise potential. It will remain an undeveloped potential until the public is educated to its merit thru the only means by which the public is ever educated—advertising.

L. E. Moffatt
EDITOR

The Home Laundry *earns* MONEY



A New Approach To Selling

By MRS. RALPH BORSODI

FOR many years I have claimed that the great woman movement which started with Mary Wollstonecraft and Susan B. Anthony was leading the modern woman into a grotesque abandonment of the only thing which makes life worth living.

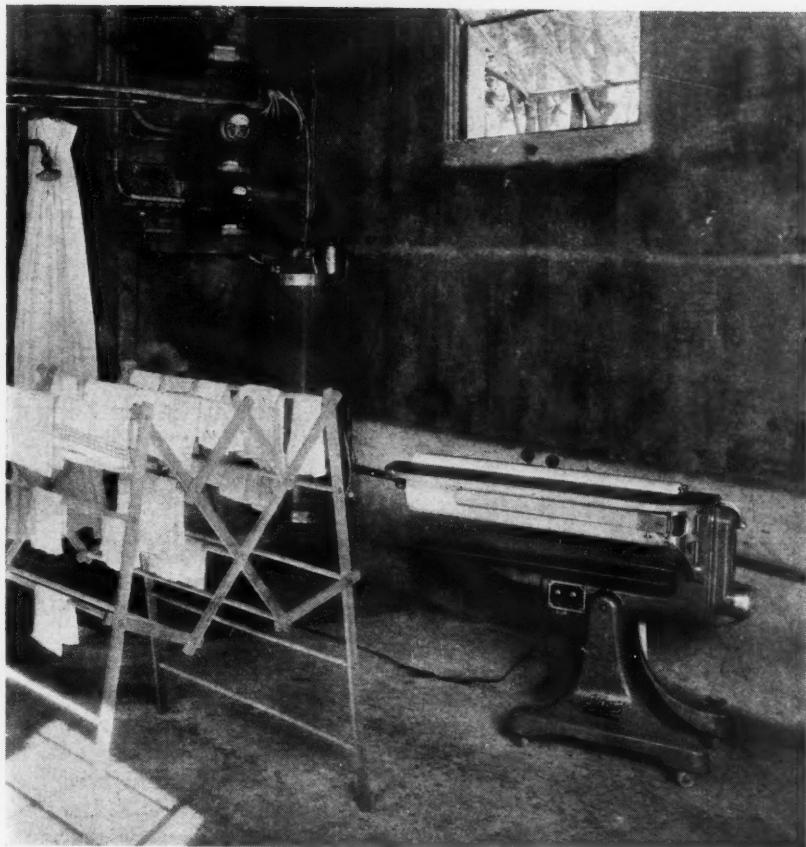
In the course of the fight for woman's suffrage, for higher education, for business and professional opportunities, for birth control, in short for the right to the same kind of careers and jobs which men have, the feminists have ignored the fact that the most important institution which mankind needs to preserve and develop is the home. However desirable these other things may be their desirability is conditioned by the extent to which women fulfill the rôle to which their physical and spiritual nature assigns them. Men started to abandon homes when they went into offices and factories. Women are now following them out of the home, and between the two they are destroying the one thing essential to a normal and pleasant relationship between men, women and children.

Furthermore, millions of dollars have been spent in publicity to induce the women left in the home to give up home production, and in its stead to take the commercial products of our factories and mills. They have been shown the luxury and leisure of living this way; but they have been bored with the leisure, and hungry

to justify their existence in the prevalent money standards have followed their household jobs into the factory. By factory I mean offices, department stores, art studios and the hundreds of auxiliaries to factory management. Thus they earn money, but in doing so have reduced their wifehood; they have definitely reduced their motherhood, and so reduced homemaking that it is a joke to call the places in which most of them live a "home."

THE experiments we have been conducting in home production on our homestead show that women can have an "earning capacity" with the luxury of motherhood and homemaking thrown in. In such a home women so inclined can justify their existence, for it takes wits to run a successful home; to make a haven for friend husband, and to do a superlatively creative task of bearing and rearing children, but above all it takes "business" ability to run such a home as I shall describe.

In short I am advising women to "earn" a salary by producing in the home all that they possibly can with modern scientific methods and modern domestic machinery. The difference between the value of the goods women can produce in the home, and the factory price to them is so great that it is possible to create more wealth, or to earn more at home than by going to busi-



The complete home laundry equipment, substantially as shown in the above picture will, according to Mrs. Borsodi's figures, pay for itself in 30 to 66 weeks.

THIS IS THE FIRST OF A SERIES OF ARTICLES

to be written by Mrs. Ralph Borsodi describing an experiment in living conducted on the Borsodi homestead at Suffern, New York. *Electrical Merchandising* is publishing them because of the great business opportunity opened up for electrical home equipment in such a home.

Mrs. Borsodi received her first business experience twenty-five years ago in a Kansas City advertising agency. She spent several years in publishing and advertising in New York City. After her marriage, she helped establish the unique home which she will describe in these articles. She is the mother of two boys, both now in college and the wife of Ralph Borsodi, economist, whose recent book, "This Ugly Civilization," published by Simon and Schuster, is an economic and social study of the effects of the factory system upon our civilization. We believe that Mrs. Borsodi's business training and home experience have combined to create a new and effective approach to the problem of marketing what she calls domestic machinery.



The Borsodi homestead, Suffern, N. Y., where Mrs. Borsodi has carried on her experiments, has worked out scientifically the earning power of home electrical equipment.

ness. They will also have as much if not more leisure than now, plus so many other things that the reckoning is all in their favor.

The theory underlying most of the advertising and selling of domestic machinery today is that of persuading it to expend certain portions of its surplus, or portioning of what it might spend on luxuries such as automobiles, furniture, clothing, etc., for electrical merchandise. Stated in this way, it is perfectly obvious that electrical merchandising starts out definitely handicapped. Most of its appeal is utilitarian, and has to do with housework. In point of enjoyment, it cannot be convincingly urged that it is a real competitor of these other things for which the family can spend its surplus money. Yet

it is only because of this mistaken theory that the advertising and selling of electrical merchandising has been on a luxury basis. Women are being told that the ownership of an electrical refrigerator adds to their social prestige and is essential in order to keep up with the Joneses. However plausible this may be similar arguments seem to me silly when applied to laundry machinery and most of the kitchen appliances.

There is, however, a totally different theory upon which the advertising and selling may be based. Put in one sentence, it means the examination of the family budget for the purpose of seeing how far it is possible to make room for the purchase of electrical machinery by showing the family how to reduce the expenditure for

LAUNDRY UNIT FOR \$2,500 INCOME

Take the family of five with an income of \$2,500 and with their budget divided as follows:

	Per Cent	
Food	32.5	\$812.50
Clothing	17.5	437.50
Shelter	16.0	400.00
Fuel and light	4.0	100.00
Basic essentials	70.0	\$1,750.00
Sundries and savings	30.0	750.00
	100.0	\$2,500.00

	Home Laundry	Steam Laundry
Weekly laundry for five at wet wash laundry		\$1.50
Drying and ironing at least 6 hours labor at 50c		3.00
Depreciation		1.00
Electric current for hand iron		.15
Entire wash done at home with modern electric washer and electric ironer 8 hours at 50c	\$4.00	
Hot water heating (gas)	.15	
Soap	.10	
Interest on investment of \$194 at 6%	.11	
Depreciation of machinery 10%	.20	\$4.56
Earned for supervision	1.14	
	\$5.70	\$5.70

The above is based on the following investment:

Washing machine	\$99.50
Electric ironer	84.50
Hand iron and miscellaneous	10.00
	\$194.00

If you take the cash earning in the above of \$1.14, \$194 divided by \$1.14 the unit is earned in 170 weeks.

But if this housewife does the labor herself she has the \$4 expended for labor plus the \$1.14, or \$194 divided by \$5.14 and the unit is earned in 38 weeks.

consumer goods. Obviously if the purchase of a complete laundry unit involving the expenditure of probably \$275.00 can actually reduce the expenditure of family cash in other directions sufficiently to pay for the machinery, as well as the cost of the labor which operates the machinery and of the housewife for superintending the work, a totally different selling problem is presented. If the sale is approached from this angle, it is actually possible to convince the most hard headed man that investing \$275.00 in laundry machinery will pay bigger dividends, after allowing for all costs and depreciation, than putting it into any stock which he might

purchase. In addition it makes it possible for the woman to remain in the home and yet earn more money than she could earn by taking a job outside of the home. It is my claim that women cannot only earn money by producing in the home with domestic machinery, but that they can pay handsome dividends upon the investment which the machinery represents. They can actually create wealth in the home in this way as truly as they could by venturing into business.

And it is possible for this to be done not only with laundry machinery and kitchen machinery, but also with cleaning machinery, shop machinery, farm machinery and what we call home utility machinery.

For the past ten years in our home we have been using these various machines, keeping careful account of what they cost us; of the cost of things we have produced with them, and of the price which we would have to pay for the things we made at home with the machines, and which most of the people today purchase ready-made in stores. Our experiments have convinced us that any family of moderate means can equip such a home as we have out of its ordinary income, and live up to a higher standard than most families of the same class do today.

What I propose to do here is to describe in a series of articles the various types of machines which we have used, and to publish the costs which we have compiled over a period of ten years and which have convinced us that the ownership of domestic machinery is a first rate dividend-paying investment. I firmly believe that if the electrical appliance industry would cease to consider itself a business which manufactures and vends isolated appliances, but rather as one engaged in equipping productive homes with complete laundries, complete kitchens, complete home workshops, complete sewing rooms, the volume of business which it now does would soon be dwarfed by the new business which would replace it—just as the giant oak dwarfs the acorn from which it sprang.

And in doing so help to resuscitate the vanishing American homestead—that home which is disappearing along with what is best in human life—creative and productive individual work—into the maw of our enormous cities.

The Laundry Unit

If we take the family washing as a typical problem of the average middle class family, by my theory we must first consider not laundry machines but the methods of laundering which such a family now uses. Assume that the family consists of five persons. While it will vary as to the number of children, it will often have an extra adult which helps to keep the average family up to a five-person family we shall use for the purposes of illustration.

Taking into consideration the various combinations of adults and children and different sexes, I have found that the average value of linens, bedding and clothing to be washed for this five-person family, will run from \$75.00 to \$100.00 for the family of \$5,000.00 income. The depreciation as shown on the table (right) is \$1.50 per week and was arrived at from records kept over a period of eight years. I purchased exactly the same sheets (Dwight-Anchor brand from R. H. Macy & Co.) which were washed four years at a good steam laundry. Another set of the same sheets were laundered at home for four years. The home laundered sheets lasted twice as long. I made the same test, and at the same time with white broadcloth shirts for my husband, always

purchasing "2x2" ply broadcloth. And the depreciation was just twice as fast at the steam laundry. Both purchases have been endorsed by the Consumer's Research, 340 West 34th Street, New York. The Dwight-Anchor recommendation appears in their 1927 listing.

There is scarcely anything which families of this type do which varies more in manner than the types of laundrying they use. Some send it out completely to the steam laundry; some send it out only for wet wash, and do the ironing in the home. Others divide the laundry into two parts, children's clothing, underthings and hosiery which are done in the home, constituting one part while the flat work, men's shirts and linens which are completely finished at the laundry for the second part. If we study the cost of each of these methods for one typical family, we will find that complete laundrying in the home is economically superior to the others every time.

Laundry Unit for \$5,000.00 Income

Let me describe the idea as I see it from the standpoint of an average family in the middle class. A family of this class is neither so poor that it cannot afford the comforts of modern life, nor so wealthy that it can afford to indulge in them without regard to the economics involved. Let us assume that this family has an income of at least \$5,000.00 a year. The problem which it faces yearly is how to spend this \$5,000.00 and live up to the social scale to which it aspires.

In general if this family increases its expenditures for one of the items of this budget, there must be a corresponding decrease in others or the family gets into debt.

In the table (right) we compare the cost of sending the laundry for five to the steam laundry with the cost of doing the complete job at home. In studying this table, bear in mind that this family must dress and live simply in order to have it cost no more than the \$8.00 per week, estimated in the table to have its laundry all done in a commercial laundry.

Assume that this family of five sends everything to the steam laundry, both washing and ironing, with the exception of hosiery and perishables. Recently I checked the cost of this method of solving the problem with a typical family of five, consisting of two children and three adults. She was spending:

At Steam Laundry.....	\$4.50
Maid for hosiery, children's clothing, etc.....	3.00
Depreciation of the clothing sent to steam laundry	1.00
	<hr/>
	\$8.50

This housewife decided to give the maid and her six hours a complete laundry unit and spend the \$5.50 now going to steam laundry per week on payments to the machinery manufacturers.

Take any combination of home work and steam laundry work that you will, and the cost of doing it will be more than the cost of doing the same work with a complete laundry unit in the home.

Is there any investment which a family can make that compares with these tables? After paying itself 6% interest, 2% more than if the money had been put in the savings bank, after setting aside 10% each year to amortize the cost of replacing the equipment, it still pays a dividend of 80% per year.

LAUNDRY UNIT FOR \$5,000 INCOME

The budget of such a family is often divided into the following expenditures:

	Per Cent	
Food.....	25.0	\$1,250.00
Clothing.....	17.5	875.00
Shelter.....	16.0	800.00
Fuel and light.....	4.0	200.00
	<hr/>	
Basic essentials.....	62.5	\$3,125.00
Sundries and savings.....	37.5	1,875.00
	<hr/>	
	100.0	\$5,000.00

	Home Laundry	Steam Laundry
Weekly laundry for five at steam laundry prices.....		\$8.00*
Hot water in home laundry (kerosene heater).....	.07	
Electric current of 2 machines (washer and electric ironer).....	.56	
Soap.....	.10	
Depreciation of machinery at 10%.....	.50	
Interest on investment and overhead (6% on \$275).....	.16	1.39
	<hr/>	
8 hours labor of laundress at 50 cents per hour (4 hours at washer and 4 hours at electric ironer).....	4.00	
Depreciation on entire laundry based on 8 years' record of the life of clothes washed in steam laundry.....		1.50
Earned for supervision of this work per week.....	4.11	
	<hr/>	
	\$9.50	\$9.50

The above is based on an investment in machinery as follows:

Washing machine.....	\$150.00
Electric ironer.....	100.00
Electric hand iron and miscellaneous laundry equipment.....	25.00
	<hr/>
	\$275.00

If you take the cash earning in the above this housewife earns her laundry unit as follows: \$275 divided by \$4.16 or 66 weeks earns the unit.

If the housewife does the labor herself: \$275 divided by \$8.16 or 30 weeks earns the unit.

*Laundry for family of five living in a home, no maid. At family wash charges which mean special attention to silks, wools and such articles as require hand ironing.

35 lbs. (20 lbs. of flat) at 10 cents a lb.....	\$3.50
17½ lbs. of body wash at 20 cents additional per lb... 3.50	
Average weekly custom wash blankets, bed room rugs, cretonnes, etc.	1.00
	<hr/>
	\$8.00

And the fact that this family can invest not only these amounts, but probably ten times as much in domestic machinery, and earn equally startling dividends upon the investment, is just as easily demonstrated as in the case of the investment in this domestic laundry unit outlined above.



Present situation in broadcasting—showing areas not reached with adequate power.

The proposal of 28 stations to increase power to 50 kw. each will open up millions of additional homes as radio buyers

What HIGH Powered



Proposed increase in power showing greater coverage with good programs.

YOU cannot sell radio sets without good broadcasting—just as you cannot grow a garden without sunshine.

Sales of radio sets in any community depend upon the kind of broadcasting received—the excellence of the programs and the strength of the broadcast signal, (which depends in turn upon the power and distance of the broadcast station.)

The whole history of radio-set sales shows, in definite numerical relationship, how radio sales have depended upon broadcasting conditions. Back in the early days, 1922 to 1924, as the tiny stations of those days increased this power from 50 watts to 500 watts radio sales went up too, as programs began to come in clearly and dependably to more and more homes. Then when a few stations increased their power to 5,000 watts, sales turned definitely upward.

Further definite proof of the relationship of sales to broadcasting came with the breakdown of the law. Suddenly in August, 1926, with the removal of the restraining authority of the Secretary of Commerce, chaos broke out in the broadcasting band. Stations jumped to new unauthorized wavelengths, others increased their power. New stations started up, pirating the waves of established broadcasters. Heterodynes and "cross talk" dominated the ether. Radio was temporarily ruined from August 1926 until after February 1927, when the new radio law was passed.

And during this period, radio sales dropped

off sharply. From a former high of 2,000,000 sets, with the curve continuously rising, sales fell to 1,350,000 sets.

But by June, 1927, the Radio Commission acting under the new law, had gotten a firm grip on the situation, and had put into effect a new allocation, reducing interference and reestablishing the traffic rules of the broadcast lanes.

Again sales spurted, this time under the additional impetus of the alternating-current set, until the total sales for 1928 reached 3,200,000 sets, and for 1929 4,200,000 sets.

The past year, 1930, again saw relative saturation reached for the territory into which sets have been going, and sales fell off to about 3,000,000 units. Clearly again some stimulus is needed, which will open up new territories and create new demand for radios.

Now here is the situation:

DESPITE the fact that radio reception conditions in most of the populous centers of the United States are now quite satisfactory there still remain vast rural areas where the signal strength of any regular satisfactory program received is so weak all day and during most night periods, especially throughout the summer months, as to make real enjoyment of radio impossible. In these areas sets which are sensitive enough to bring in the distant popular programs invariably amplify also an annoying amount of static interference. Under such conditions of poor reception, radio becomes not a dependable entertainment service demanded in every

By O. H. Caldwell

BROADCASTING *means*

in Terms of Radio Sales

home, but remains merely a "novelty," of interest to a small percentage of experimenters. As a result, sales of radio sets suffer, and only a fraction of the volume of merchandise is absorbed which would be taken if satisfactory broadcasting were available in the same territory.

The solution of this situation is of course the increasing of the powers of stations operating on clear channels to the very maximum wattage which such stations are willing to install. At the present moment, a number of stations have applied to the Federal Radio Commission for permission to increase their powers to 50 kw. each, but action has been held up owing to differences of Washington opinion concerning high power. The effect of such increase is shown by the accompanying map.

To date, volume business in radio receivers has naturally gravitated to the cities and towns where reception conditions are best. But the time has now arrived when we must broaden our market by seeing to it that the same quality of programs and the same satisfactory reception are made available throughout the entire United States. High power stations on clear channels will do it. By securing such improved broadcasting, we shall stimulate radio business in a now dormant market of not less than 10,000,000 homes.

Forty per cent of the people of the United States live 75 miles or more from any broadcasting station putting out regular satisfactory programs. This great fraction of our population obviously cannot be served by the 100-watt, 500-watt or 1,000-watt stations in the urban centers which may be doing a fine job reaching congested areas within a few miles. Even the signals from a 5-kw. station become unsatisfactory and undependable for daytime and summer reception, at distances beyond 50 to 60 miles. The only recourse is the highest possible power on the clear channels, the installation of 50-kw. units at every available site throughout the United States.

The present lack of adequate broadcasting signal-strength over large rural territories, including hundreds of small towns and villages, is very evident to those who have traveled about surveying local reception conditions away from urban centers.

In Northern New York state, for example, reception is so poor in the Adirondack country, that nothing can be heard all day long, even with 500-ft. aerials. Only after nightfall during winter time, when the reflected waves of great stations come drifting in, is reception obtainable.

Maine is another state largely without good radio reception except during winter nights, in all areas other than those closely surrounding the city centers.

The Southern States have notably poor radio reception. Conditions in North and South Carolina are so bad, compared with modern standards of broadcast reception in cities, that retail sales of receiving sets have lagged,

making the rates of sets to population one of the lowest in the country. Mississippi is without good broadcast reception, and must depend upon clear-channel stations 200 to 300 miles distant.

In fact, one can list state after state in which outside of the cities and surrounding territories, broadcast reception is so weak, and "shot through" with so much static and interference, that radio cannot be classed as entertainment, and so radio sales languish.

Applications are now before the Federal Radio Commission from 28 broadcasting stations to increase their power to 50 kilowatts each. The entire radio engineering profession, almost without exception, has approved such increased power, as an important improvement to listeners service in rural communities.

Following the extensive series of hearings at Washington in October, the Commission's chief examiner who heard all the testimony, Ellis A. Yost, has recommended to the Commission that all stations on cleared channels be immediately granted 50 kw. licenses, declaring it to be the "greatest single contribution the Federal Radio Commission can make to the listening public.

"It is a waste of potential broadcasting resources to limit cleared channel stations to less than 50,000 watts," Yost said. By modifying its existing order, the commission "would make available additional and improved radio broadcasting reception to many millions of rural and metropolitan listeners throughout America.



O. H. CALDWELL

Former Radio Commissioner, Editor, "Radio Retailing" and "Electronics." "O. H." crusaded for the present commission control of broadcasting, which cleared the air of chaos and stimulated the sale of millions of receiving sets.

Men *Without* Money

This Writer Sees Unemployment Situation As Trade's Opportunity for Enlistment and Relief of High-Grade Men Now Trudging Streets

By Alan Streeter

A SLAP in the face.

That's the only way the general unemployment situation can be characterized from the viewpoint of any really worth-while sales supervisor, be he factory executive, local manager, or crew potentate.

The sales overload who can't go out today and hire fifteen first-class men from the first full-grown bread-line he comes to, who can't handle and develop these men so that the end of a month will find ten of them still with him and making money satisfactory to them, is, in personal sales ability, a hopeless nonentity. He should be thrown out of the office and into a bread-line himself.

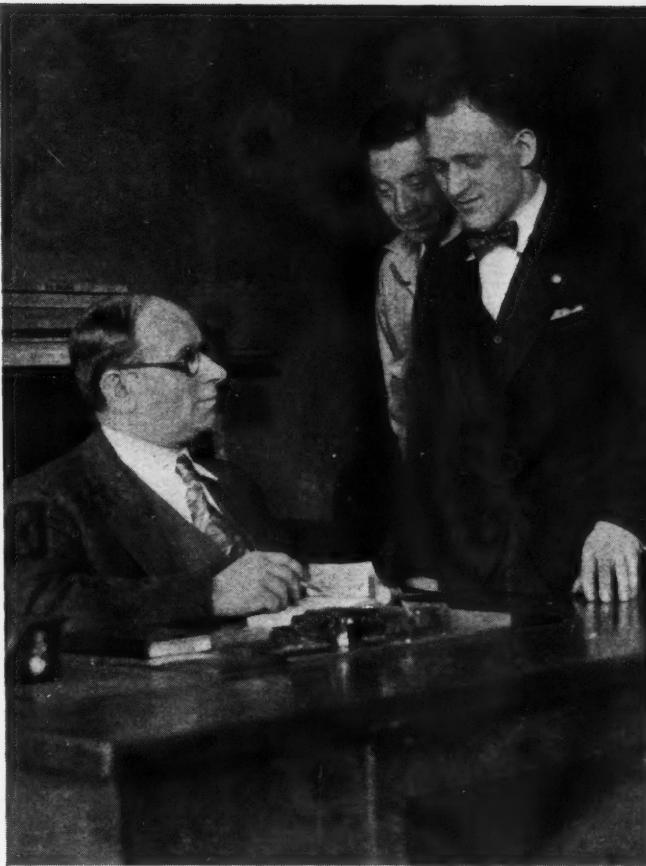
The proof lies in any one of the lines that form outside the larger relief agencies. Investigate these crowds yourself, size up and talk to the men, and you will come away with three deeply rooted convictions.

First, that some of the finest raw sales material in the country is on these lines, literally begging for work or food.

The best of this material is undoubtedly to be met in the groups that besiege such quasi-employment agencies as the Prosser Relief Committee in New York and other large cities. But the bread-lines in large and small towns alike, even the older type ordinarily devoted to the uplift of men and women of the half-world, contain a fair percentage of first-class sales ability which may be had for a song.

The line of men below, a typical sight in any of our larger cities, are waiting for a chance to get any kind of a job. Not loafers, drifters, there is plenty of the type of material here that the appliance trades need.





Take the better element first, however, and analyze the line-up outside the doors of, let us say, the Prosser Relief Committee.

Only the heads of families, the most responsible and stable community element, are helped by the Prosser offices. As far as the Committee's \$8,000,000 relief fund permits, it provides such men with three day's employment weekly, at \$5 per day. A Prosser worker's day is ordinarily spent in picking up rubbish around the town. Observation indicates that not less than five per cent and, perhaps, a full ten per cent of the entire group is readily adaptable to appliance sales work; in it you will find high-grade clerical workers, accountants, mechanics, and, in many cases, brilliant executives.

The pathetic eagerness with which these men seek even a \$15-a-week job that requires them to face the stares directed by the public at their gunny sacks and nail-pointed sticks, is best attested by the midnight vigils they take up outside the Prosser offices, where they wait eight, ten, twelve hours in the bitter cold. When the doors open at nine, there are frequently thousands to clamor for openings sickeningly few.

Thousands clamor for this—while the appliance trade clamors for men.

The second conviction that the investigative visitor will carry away from scenes of human relief work is that although all of these better-type men suffer intense humiliation and are bitterly resentful of their lot, practically all of them would rather stand on a bread-line than try to sell appliances.

Why?

Because, in the minds of these men, they stand a better chance of getting a square meal from the bread-line than they would from a selling job in the appliance trade. And this belief, as I can show, is not confined to men without money, but is shared by many qualified judges who have plenty of it.



An employment desk at a municipal employment bureau. Three days work a week is about the best that can be done in most cases. These are jobs set up on the spur of the moment. Below: Some of the more fortunate applicants are given work cleaning up the city parks.

Late in '25, while I was still selling cleaners, I wanted a new suit and, being short of ready cash, I wanted to buy it on time. It looked easy to me because I had a good record, had table-time in a big New York store, and could prove earnings of \$50-\$60 a week.

"Get yourself a regular job, Mr. Streeter, and we'll be glad to sell you," the installment credit man told me. "Everything about you is okay—except your business connection."

But—and wouldn't this slay you?—not six months later that same credit man okayed my order for five tires and tubes worth three times the suit—but this time I was selling automobiles, not appliances.

Basically, the jobs were the same in nature. Each paid on a straight commission plan; each offered the advantages of store time. My home life and business references were the same. Temporarily, my finances were worse on the automobile job, because I had ahead of me the long, practically incomeless grind of building my prospect list. Yet this hard-shelled credit expert

rated me high in the motor car field, low as the lowest in the appliance sector. How come?

Because, I believe, the individual is invariably judged by the majority with which he associates; the majority of appliance salesmen are failures; the majority are failures because the trade is willing to put any old Tom, Dick and Harry on its selling jobs, regardless of natural aptitude or capacity for acquiring skill. Therefore, an all-enveloping aura of failure enwraps the reputation of appliance salesmanship.

That halo is well known to the men who, ravenously job-hungry, stand on the country's bread-lines, and they are quite generally prejudiced against the really substantial assistance which the trade can truthfully offer men of ability.

MY unfortunate experience, suggesting the answer to one question, also suggests a solution to the problem created by the third conviction with which a visitor will leave the work-seeker. This conviction is that the dubious reputation of appliance work may often be overcome in individual cases, fine new sales blood enlisted and effectively developed, worthy immediate relief work accomplished, and the sturdy frame of a splendid post-depression sales organization erected. *if special consideration is given to the situation in which this group finds itself.*

The most effective way to voice this special consideration is undoubtedly through the crew managers, instructors and other petty executives of appliance sales forces; and the most effective voices for the work are men who are hired on account of their high personal selling ability, rather than because of an antiquated automobile which they may be willing to put to work for the maker or dealer. More specifically, they should be supervisors who understand that a hot dog is more comforting to an empty stomach than a hot pep talk.

The simplest and most effective way to get started is by approaching an unemployed group, singling out the one or two men who appear most desirable,—here a capable crew manager's instinct will carry him far and fast,—and inviting them to leave the line and wrap themselves around a regular meal. Here more can be accomplished over a table in even the cheapest cafeteria than in the most efficient sales office. Employers who may question expenditures for this purpose should note that they are offset by savings in classified advertising.

A good way to open the conversation is by referring to the position the man lost when the lightning struck. A line is thus obtained on the regularity of his habits. There is no reason why the appliance trade should hire any old Tom, Dick and Harry; no other business does, not even a bucket-shop. Let the supervisor discard those men whose conversation indicates that they are drifters; there's plenty of good material left.

The next job is to demonstrate to that good material that appliances can be sold, and right now, to the tune of \$12 or \$15 a week in the salesman's pocket, and that the supervisor can prove it to the man if the latter will only use a day or two of his now idle time to watch how it is done. There is no formula for getting results, save in a mixture of the supervisor's own sincerity, sympathetic understanding and ability to sell his idea. Good documentary evidential support for his statements is available, however, in the Statistical Number (January, 1931) of *Electrical Merchandising*.

A word of warning!

Weekly earnings of \$12 or \$15 are entirely satisfac-

tory to the man who is out of work today and, if he makes that much, he will hold like grim death to his job. To prophecy a greater amount is to destroy credence, shake confidence, repel instead of attract. The best men know perfectly well that if there are any real \$40 jobs lying around, there are plenty to grab them for half that much. If a man exceeds your prophecy—fine! Then you've more than kept your word—and tied your man for keeps. But lay off the filet mignon in the presence of hamburger appetites.

To see blood is the new man's main ambition, and to bring it the task next most pressing on the supervisor. To take the time to even superficially train him is to kill his interest by allowing his naturally morbid introspections to gain the ascendancy. Two day's idle time is the utmost that such a man will give you, and two days is insufficient for both training and proof. Proof must come first.

It's up to somebody to take that man out and sell one, two or even three machines in his presence and then, having sold them, to say to him:

"Now, there you are! And the commission on the machine I just sold is all yours if, within the week, you'll dig up a lead yourself that I can sell for you. Then you'll draw down the commission on two machines. How's that?"

Like weaning a baby, a capable crew manager can nurse along an earnest man from the point where he will match leads to sales, sales to sales, and, finally, fully confident, work alone. But, in the preliminary stages, there must always be before him that double stimulant of seeing his leader sell, of having his leader's sales offered him in return for his own continued effort.

Too altruistic? A trade whose jobs are relegated to second place behind a bread-line can afford to be a little bit altruistic.

If crew managers do this work, some changes in the plans by which they are customarily paid will, of course, be necessary. But the entire crew manager system, as it exists today, is ripe for a change in any event. Any system which gives a man selling authority over men who are often his superiors in actual sales ability, for reasons little more substantial than his ownership of a cheap automobile, is a system that should be revised to meet the very real opportunities and responsibilities offered today to these petty executives.

THE question of financing is not half so important at this time as is the question of proving that appliances can be sold and that any earnest man of intelligence can sell them.

The only real necessity which such men will face while on the job is that of lunch money. Here it would be a decent thing if the organization could offer some relief through the supervisors on the territories; if for no other reason than to speed the afternoon's work and, perhaps, to more firmly cement a grateful loyalty. But watch your step—many of these men are very proud and they will bitterly resent fan-fares directed from the office in an obviously organized way. This aspect of the situation, tactfully handled, will perhaps prove the most interesting to those executives whose humane instincts are not entirely submerged beneath sales curves and quota figures.

The purely selfish opportunities in relief lines are many and are attractive but, in a final sense, you will find that they are not exclusively the most satisfying.

HOME MAKERS' FAIR

Utility, manufacturers and club women co-operate in week's home making program

By Florence R. Clauss

ANYONE who doubts that women are still interested in homes and home-making can ask Florence Freer, Manager of the Home Economics Bureau of the Brooklyn Edison Company, one of the five New York associated companies.

The fact that just about twelve thousand women attended the Home Makers' Fair put on by Miss Freer and her Home Economics Bureau during the five days of November 17 to 21, inclusive, is proof enough, Miss Freer thinks, and so do we, that both wives and spinsters, in spite of business and political successes, still cherish the traditional home-making instinct.

The Fair was held in one of the Company showrooms, which contains as well as the merchandise display, the auditorium and demonstration platform set aside for home service programs. Thirty-three manufacturers participated in the Fair, each company being assigned a booth which was set up and decorated by the utility. The manufacturer furnished a display of his products and a demonstrator. Appliances represented in the displays were lamps, radios, electric mixers, clocks, washers, ironers, cleaners, sewing machines, excercisers, violet rays outfits, dishwashers, small decorative lighting equipment and all the smaller heating appliances. Food and soap products, too, were included in the Fair.

ACH day, women from various Brooklyn clubs served as hostesses, making up a hostess committee. These women, in addition to welcoming their fellow club members and other women attending the Fair, assisted in arranging for their clubs' attendance and in the drawing and award of prizes. Several prizes were announced each day,—general door prizes and also awards for baking and essay contests. The prizes were distributed at a special evening meeting, formally closing the Fair.

Daily contests were as follows: Monday, Recipe Contest, "My Favorite Refrigerator Dessert Recipe," for which prizes were awarded the six best recipes; Tuesday a cake recipe contest was held for cakes baked in the electric cooker. Prizes were awarded for the two best light cakes, two best dark cakes and the best decorated cake; "Why I Enjoy Electricity in My Home" was the subject of Wednesday's essay contest, for which five awards were given; Thursday a quick bread recipe contest was held and an exhibit of quick breads baked in the electric cooker. Six prize awards were given; and on Friday the essay contest was, "How My Electric Refrigerator Assists Me," also calling for six prize awards.

Because of the enthusiastic attendance at all the ses-

brings out 12,000

sions of the Fair, it might be of interest to utility executives and home service women to reprint the program presented on each of the days.

The week's program is as follows:

MONDAY (1,724 attendance)

Hostesses—Representatives of Bay Ridge Clubs.
2:00—Patriotism—Mrs. William Brown Meloney, director Herald Tribune Institute, New York City.
2:15—Demonstration, entertaining informally—Brooklyn Edison Home Economics Bureau.
3:15—Sewing at Holiday Time—Irma Jenner of the Graybar Company and Brooklyn Edison Home Economics Bureau.
3:30—Introduction of hostesses and announcement of prize awards.

TUESDAY (2,351 attendance)

Hostesses—Representatives of Flatbush and Bedford Clubs.
2:00—Woman's Opportunity, by Mrs. R. C. Talbot Perkins, president Brooklyn Alliance of Women's Clubs.
2:15—Some Thanksgiving Goodies—Brooklyn Edison Home Economics Bureau.
3:00—Washing Electrically—Grace Pennock, *Delineator* Magazine.
3:20—Introduction of hostesses and announcement of winners of cake contest.

WEDNESDAY (2,327 attendance)

Hostesses—Representatives of Bushwick and Williamsburg Clubs.
2:00—Electricity in the Home—Mrs. Harry Palmer, Long Island Federation of Women's Clubs.
2:15—Some Refrigerator and Cooker Holiday Dainties, Brooklyn Edison Home Economics Bureau and General Electric Home Economics Bureau.
3:15—Holiday Suggestions for the Refrigerator, Lois Fitter, General Electric Company.
3:30—Prize award announcement.

THURSDAY (2,024 attendance)

Hostesses—Representatives of Pearl Street Clubs.
2:00—Greetings by Judge Jeanette Brill of City Magistrates Court.
2:15—Snacks for the Unexpected Guest and Electric Refrigeration Suggestions by Jeanne Adaire of Frigidaire Corporation, Graybar Company and Brooklyn Edison Home Economics Bureau.
3:30—Prize award announcement.

FRIDAY (3,332 attendance)

Hostesses—Representatives of Coney Island and Brownsville Clubs.
2:00—The Home Maker of 1930—Miss Helen McCormick, president of Catholic Big Sisters.
2:15—Some New Ideas for Your Holiday Dinners—Brooklyn Edison Home Economics Bureau.
3:15—Electrical Christmas Giving—Neva Atkinson, Yonkers Electric Light & Power Company.
3:30—Prize award announcement.

Special printed invitations were distributed to Brooklyn women, calling attention to the fact that the Fair was open daily from 9 A.M. to 5 P.M., with a special meeting on Friday at 8 P.M.

Tickets for general prize awards given out at the door required the filling in of the name and address of the holder, thereby supplying a check-up on the attendance and furnishing, at the same time, an active prospect list.

Entrance to the auditorium is reached through the show-room. Many sales are made by this show-room traffic, notably in the appliances featured in the afternoon's program.

Pacific Gas and Electric goes Through-the-

By Clotilde

AT A joint meeting of the electrical industry held in San Francisco on January 6, the Pacific Gas and Electric Company announced its merchandising plans for 1931. These included a program calling for an increase of 244,000 kw. in load during the coming year, an increased revenue to the company from electrical sales, in the domestic, industrial and commercial fields, of \$4,422,357 and an increase in the domestic consumption of electricity of 85 kw.-hr. per consumer. This calls for the sale of electrical merchandise to the amount of \$5,586,000.

Of especial interest to the electrical, hardware and general merchants present was the further announcement that this five million dollar program was not to be confined to power company sales, but was based upon a new merchandising policy which calls for dealer co-operation in the domestic field. The essence of this announced plan lies in the payment of salesmen on the basis of additional load added to the company's lines, irrespective of whether the appliance is sold by the dealer or the company direct. Dealer sales are also to count on salesmen's and district quotas.

For the present, the company's territory is to be divided into two sections for which slightly differing programs are to be in force. The San Francisco and East Bay districts constitute one of these divisions—and here the complete cooperative program is to be in effect. Salesmen will be assigned specified territories, all sales made under the supervision, whether by dealer or direct from power company stock, to bring in exactly the same commission per kilowatt installed. This consists of a \$2 bonus per installed kilowatt on all electric ranges, water heaters and air heaters of greater than 2 kw. capacity. In addition a 2 per cent commission is allowed on direct sales.

Apartment house sales are not included in this schedule, but are handled by salesmen on a flat salary basis.

The bay region has been accepted by the company as a trial area in which the full application of the co-

operative plan will be tested. Throughout the remainder of the company's system a modification of the same program is to be in effect. Here salesmen will continue to be recompensed on the salary plus commission basis, 10 per cent being allowed in electric ranges for direct sales and 15 per cent on other authorized appliances. In addition, for sales through dealers in their respective territories (apartment house sales excepted) they will receive \$1 per kw. on ranges, water heaters and major air heaters of 2 kw. capacity or over. In this program all ranges will rate 7 kw., water heaters 5 kw., and air heaters according to their capacity.

The installation of all appliances sold by the company will be contracted out to electrical contractors and purchasers will be billed at the cost to the company, plus a regular carrying charge where terms are desired.

In addition to this outline of salesmen cooperation, an effort is being made by the company to make every employee a salesman, not only for the power company, but for the dealer as well. To encourage this active co-operation with dealers a system of commissions on prospects is allowed. These cover all names of prospects on major appliances, which are later sold either by the power company or by the dealer—and this year have been extended as well to cover prospects on certain other appliances not carried by the company, such as refrigerators, electric ironing machines and dish washers.

THE company already enjoys wide cooperation from employees and this year is carrying its program out to each district where it is being presented with the full backing of the management by means of a series of dramatic productions which emphasize the opportunity open to each employee.

As hitherto, the dealer will be loaned floor and window space in district offices for limited periods of time for special displays. Such electric refrigerators or other appliances on display remain the property of the dealer or manufacturer furnishing them and are not considered as consigned stock. They are not sold by power company representatives, but every encouragement is given to employees to turn in prospects for later follow-up by the dealer.

Well organized cooperative campaigns with the participating distributors and dealers to sell company employees and to encourage employee prospects for dealer

Cooperation Spreads IV

Dealer

Grunsky

sales to consumers are contemplated. This activity will be stimulated by a continuing program of meetings, broadsides and other suitable features.

In general the company announces that its own policy of vigorous selling in certain restricted lines will be maintained. Seasonal campaigns are contemplated, with special awards and prizes to encourage sales effort. The following quotas have been announced for the entire system:

Appliance	Quota for System	Estimated Dealers, Sales
Electric range	6,000	2,500
Electric water heater	2,500	1,250
Major air heaters	2,500	2,000
Auxiliary air heaters	5,000
Floor and table lamps	2,000
Cookers	4,000

The total load to be placed on the line through the sale of this merchandise is 71,000 kw. and the anticipated increased revenue to the company \$572,860.

The program is to be backed up by extensive advertising in which attention is to be focused on the cooperative aspects of the sales campaign. Thus the direct sales advertising in newspapers is to be discontinued and instead the allotted budget for this purpose will be expended on appliance advertising which applies equally well to dealer as to power company sales. "Your dealer carries it" will be emphasized in some way in each advertisement.

In territories where the company sells electricity but not gas, billboards carrying a cooperative message urging the greater use of electricity in the home will be used. The same policy is to be reflected also in direct-by-mail folders.

It is planned to have all advertising copy read by the 20th of the month preceding. This will then be carried by each salesman to the dealers in his territory, so that they will have an opportunity to tie in with the announced program. The newspapers will be given this same schedule and will be encouraged to secure additional dealer and manufacturer advertising which will carry the



R. E. FISHER
*Vice president in charge of sales
and public relations*

same message. In some of the interior cities such co-operation has already been secured so that almost a full page of power company and dealer ads will be run at regular intervals, reinforcing and stimulating whatever campaign may be under way. As the type of power company advertising is to be general, with no specific make of appliance mentioned, opportunity is given to manufacturers to add to the broadside of publicity—and corresponding advertising campaigns which parallel that of the power company have already been announced in several instances.

This campaign of power company advertising is to include other appliances than those actively merchandised by the company itself. In addition, of course, the company plans to tie in with the national refrigeration campaign in its territory.

During the past year the cost of producing new business has been figured at \$1 for every \$5.29 of increased revenue resulting from the load added through the sales activities of the company. During the coming year, with the new cooperative program and renewed sales effort on the part of both company salesmen and dealers, it is hoped to reduce the cost to \$1 for every \$7.37 of increased revenue.

Glean SELLING

CONCERNING

Mr. Warner, Mr. Flynn and the appliance business of Kaufman's, Pittsburgh, which stands out even in a city where anything may happen.

In any consideration of the electrical appliance business in Pittsburgh, it would be impossible to leave out the department stores. For of the \$16,000,000 annual volume in electrical household devices which is the steel city's contribution to the stout total for the country at large, the department stores are responsible for almost a third—\$4,800,000. Likewise, any analysis of department store activity would be absurd unless it dealt largely with a single name—Kaufman's. Not unnatural since their appliance operation accounts for a large percentage of the figure above, since they do double the business of their nearest competitor.

Pittsburgh, for one thing, has long been in the habit of trading in Kaufman's. Established in 1871, it has grown up with the traditions of the Olivers and Mellons, the Jones and Laughlins. Here, the guiding hand of Edgar Kaufman, millionaire art patron, is evident in the very fabric and structure of the establishment. He it was who commissioned Boardman Robinson to execute a series of murals, representing trade throughout the centuries, which today adorn the newly-designed main floor of the establishment—one of the most beautiful merchandise centers to be found in the country.

By
Laurence Wray



"The girls in charge of the table appliances are the ones that are selling them," says Mr. Flynn. "That's one reason that I rely on their judgment when it comes to buying, too. They know what coffee-pot sells, what price toaster is the most popular, which heating unit burns out the fastest. And when they buy stuff, they use this expert knowledge because they know that whatever they buy they've got to sell."



"We can't afford to be without the best known makes of refrigerator" is the way Kaufman's look at this business. Third in volume for most of last year, after radio and washers, refrigerator sales in the last two months of the year moved into second place.



Kaufman's are reputed to do one of the biggest businesses on washers and ironers in Pittsburgh. They have sold upwards of 200 in a single day. Outside selling is taboo; advertising, store traffic and continual demonstrations do the job. All types, all sizes, few makes are carried. Emphasis is on quality of product, low price.

And to the great body of shopping Pittsburghers, 50 per cent of whom, it is said, do their buying in one of the five major department stores in the city, there will be seen that Kaufman's attract certainly a lion's share of the business—and the rule holds good for electrical appliances.

A breakdown of Kaufman's annual volumes for various devices shows that radio is at the head of the list with 35 per cent, that refrigerators are next with 19.5 per cent, and that washing machines run a close third with 18.5 per cent of the total volume. Next in order comes vacuum cleaners with 13 per cent, sewing machines 9 per cent, and ironers 5 per cent.

The above figures, of course, are exclusive of small appliances such as ventilating fans, electric toasters, waffle irons, heaters, egg cookers, cigar lighters, kitchen mixers, curling irons, etc. It also excludes health appliances, exercisers and health lamps, which are included in conjunction with the sporting goods department on another floor. (ELECTRICAL MERCHANDISING, January, 1930.)

Interesting comparison here is afforded when one considers that in J. L. Hudson Co., Detroit (ELECTRICAL MERCHANDISING, May, 1930), the figures, exclusive of radio, show vacuum cleaners leading with 27.2 per cent, washers second with 25.1 per cent, and refrigerators third with 21.7 per cent.

An analysis of the manner in which the two stores do business throws some light on the difference in appliance break-downs.

First, washers are pushed most strongly in the Kaufman operation. A belief, early founded in Kaufman merchandising, that the customer should have the best

Breakdown of Appliance Volume

Radio	-	-	-	-	-	-	35	%
Refrigerators	-	-	-	-	-	-	19.5	%
Washing Machines	-	-	-	-	-	-	18.5	%
Vacuum Cleaners	-	-	-	-	-	-	13	%
Sewing Machines	-	-	-	-	-	-	9	%
Ironing Machines	-	-	-	-	-	-	5	%

possible article for the least possible money, has led to featuring price in washer merchandising.

According to E. D. Warner, merchandise manager for the house-furnishing division of the company, the store absolutely refuses to handle merchandise that even bears the slightest taint of suspicion of being marked up. The merchandise, too, undergoes the most rigorous of inspections, tests and analyses before being put on the floor. Accustomed to selling, in the earlier years, washers that ranged in price anywhere from \$100 to \$150, they were at first not easily convinced that a washer retailing at \$89.50, \$79.50 and finally \$65, could do the work required of a higher-priced machine. But the tests were made, and they found that the cheaper washers, while

perhaps not looking as much like good merchandise as their more expensive brethren, actually stood up under the performance.

But the only answer to price considerations from the standpoint of any merchandising operation boils down to one thing—will it stand the traffic? Will it make a profit? The answer, according to Warner, is that it will. And here we must consider some of the things that make cheaper washers of interest to Kaufman's because it has been the writer's experience that the department store enjoys, as a rule, a large percentage of washer business of the more expensive makes.

IN THE first place, Kaufman's direct selling costs on washers have been reduced to the absolute minimum. Newspaper advertising is the only form of direct promotion employed. Outside selling of any kind is not allowed. Salesmen are not even supposed to follow up store leads in the home. All that is handled by either direct mail or telephone canvass. Washer merchandising, then, comes down to the simple rules of good display, adequate and attractive advertising and intelligent salesmen to give demonstrations. It might also be mentioned here that Kaufman's advertising, due to an agreement with a civic merchant's association, does not carry the price of the down payment. The full price of the article is displayed, the only mention of terms being in small type at the bottom of the ad "Convenient Payments Arranged." In the light of customary advertising methods, Kaufman's would appear to be at a disadvantage.

There is no outside selling that can possibly pay a department store, says Warner. And he has had plenty of experience with it. Connected with Abraham & Straus in Brooklyn in earlier years, he first built up their cleaner department from a \$30,000 a year proposition to one that brought in over a quarter million annually. It was entirely a resale proposition on the Hoover cleaner and if a single complaint of the most ordinary nature were lodged against one of the salesmen he was immediately fired without even a chance for explanation. The salesmen there worked like so many soldiers. "Even then," Warner says, "there wasn't one salesman in a thousand who couldn't almost be depended upon, considering the nature of their job, to eventually make an enemy for the store."

In all this it should be borne in mind, a department store has a number of problems in connection with the sale of appliances that would have no weight with a large body of specialty dealers. Their customers, in the first place, operate on a charge account basis with the establishment. The amount of money they will spend in a year varies widely.

ONE thing, however, must be continually remembered—they are not only selling appliances. And if a department store was to send out a salesman to ring door bells and that salesman brings a woman down from the third floor, or out of a bathtub, the store not only loses what at best was the possible sale of a single appliance,—they lose the entire account. According to Warner, that experience has been repeated time and again in his experience with outside selling.

To sum up the washer situation at Kaufman's: The merchandise must be of the best quality; it must stand every test of wear and performance that can be given; it shall be sold at the cheapest price that the store can put on it and make a decent profit. In this policy, Kaufman's is not unlike Macy's in New York. A good

percentage of their good-will and store traffic comes from building up in the public mind that they can buy good merchandise at Kaufman's and at a cheaper price than almost anywhere else in the city. And they will go out of their way to prove it; they will not have any outside salesmen. They buy direct.

Whether their policy works or not is testified by the fact that they are reputed to sell more washing machines than any other one outlet in Pittsburgh; that in January last year, bad for the retail business generally, they sold more than 400 washers. That this last year, when washers and cleaners showed a sharp decline in volume throughout the country, they increased their volume over 1929.

The Kaufman policy on refrigeration bears a marked difference to that on washers. Here most of the important makes are handled.

"When we knew that Westinghouse and Majestic were bringing out a refrigerator," said E. D. Warner, "we felt that we could not afford to be without their goods. Advertising in respect to these two particular makes was creating curiosity in the minds of potential purchasers—the curiosity that was transmitted into actual demand to inspect the models on our sales floor.

"We carry six makes now (General Electric, Frigidaire, Kelvinator, Westinghouse, Norge and Majestic). We try to keep the stock down, though, to just those household models for which there is the greatest demand."

HEATING and table devices are important parts of the Kaufman electrical department. They do one of the biggest electrical businesses on these items in Pittsburgh. On waffle irons alone, the Kaufman store sold over 3,000 during the two weeks before Christmas, according to Mr. Flynn.

To get the answer to their unusual success in selling these items, we have to go further than the carefully arranged display; further than the open tables with the prices marked; further even than the well-calculated and attractive advertising which keeps the public, as is its habit, coming to Kaufman's.

But we can go to Flynn, the broad-shouldered, gray-haired Irishman, rumored the "hardest-boiled buyer in the appliance business," because undoubtedly, some of his policies are chiefly responsible. If you ask him, he will grab you by the arm in a determined fashion and trundle you into the heating appliance department in a manner which suggestss that instant decapitation is the least you can expect.

"You see that girl over there?" he will say, "and that one over there? Well, they're the ones that can tell you. They've forgotten more about waffle irons and toasters than I will ever know."

"They are the ones that are waiting on the customers all day. They are the ones that know just which coffee pot sells—which one comes back oftenest, and why. They can spot a good toaster from a rotten one a mile off. And the reason they sell a lot of stuff is because they are responsible and they know it."

"They are the ones that tell me what to buy, when to buy, and whether to buy. There is scarcely a trip I take to manufacturers that one of 'em doesn't go along. I leave it up to them. And believe me, if they say we should buy a couple of thousand of waffle-irons or some new-fangled toaster, I let them go ahead, because I know that they wouldn't say so if they weren't sure they could sell them."

radio

1931—GUESSES PROPHECIES

TO EVERY industry, at the close of the year, come expressions of opinion from its leaders concerning the ups and downs of the past twelve months, the hopes and fears for the market ahead. To *Radio Retailing*, companion publication to *ELECTRICAL MERCHANDISING*, radio-men last month contributed their prophecies for the 1931 radio business. Outstanding, was a general agreement that no one can forecast with any degree of certainty, the course of any branch of the radio industry. Guessing which way the cat will jump has become the chief sport. Tumbling prices, a general slackening of business, the introduction of "midget" merchandise in radio retailing, are variously blamed for what has been an off year.

For 1931, the following factors, it is generally supposed, will pull the radio set business out of the doldrums, will stimulate the sales of sets, tubes:

Most depended upon by jobbers, dealers, is the large annual volume of replacement business; the scrapping of obsolete equipment, appeal of trade-in opportunities, the switching of rural customers from battery sets to electrics. Annual business: 2,500,000 sets.

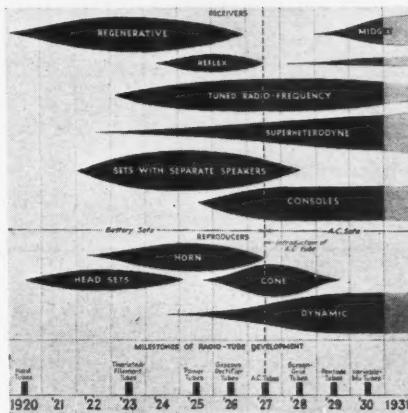
The Farmer

Least certain as far as immediate new business is concerned, but most publicised is the proposed intensive development of the vast, little-scratched, unwired home market embracing 3,000,000 urban residences, 5,000,000 rural. Here, saturation falls far below that of the wired homes. Set manufacturers look to two things to brighten the situation. Most important:

Legislative action by the Federal Radio Commission granting to 28 petitioning, big-city broadcasting stations the right to increase their power to 50 kw. each. Reason: volume business on radio sets in the past has gravitated to larger cities where high-power on clear channels insures good

reception, stimulates the demand for sets. More than 40 per cent of the people live more than 75 miles from broadcasting stations putting out satisfactory programs. Jumping power on 28 stations throughout the country from 5 kw. to 50 kw. would insure clear reception, revive business in areas now dormant. Estimated market: 10,000,000 homes, \$100,000,000 added business. (See page 34.)

The Past



Where the leading movements in radio began, where they ended; shaded portions at right, their probable development. The chart is taken from "Electronics," devoted to electronic development.

Next in importance to radio-men interested in development of rural market: the perfection and immediate employment of a new low-filament, current drain, 2-volt tube for use in dry battery receivers, especially in conjunction with new, more efficient dry A batteries. Importance: the farmer in the past has been forced to re-charge his batteries every two or three weeks at great trouble and expense. As the voltage in batteries decreased reception was correspondingly poor, spotty. Now he will be able to buy a radio with the looks of an A.C. console which will also perform like an electric. Reason: B batteries for use on sets now made to give satisfactory performance when almost "burned out." Air-cell battery, light weight, shipped dry, when filled with water will last practically a year without re-charging when used with sets employing six or seven new low-drain tubes which will re-

quire .06 of an ampere apiece instead of a quarter. Reception under these conditions is practically uniform all year round. Estimated business: 300,000 sets annually.

To John Dealer in the cities who wonders about business and who is more interested in a probable profit than the spread of business to the rural markets, the following trends were reported:

The rush to manufacture, sell, small compact "midget" radio will continue, will even be increased in the spring months when "orphan" competition is disposed of. Midgets may eventually undergo a refining process, will go up in quality, price. Dealers, forced in 1930 to sell midgets, look on them with little favor due to low profit margins.

Tubes

No so easily predictable was the radio tube business, former sideline. Manufacturers report that 45 per cent of output went into assembled sets, that with trend to radio as completely assembled, with tubes, 1931 will see 55 per cent go to sets. List prices will find 5 to 15 per cent lower level this year, it was also reported. Replacement business, not up to expectations in 1930 should show an increase. Confident was *Good News*, house organ of the R.C.A Radiotron Company, tube manufacturers, that 1931 tube business would be more than 50 per cent of the set business. "During 1931 alone," it said, "the estimated radio tube business will exceed the gigantic total of \$200,200,000."

COFFEE TABLE

TO MANY, even in the electrical-radio industries, furniture is just furniture. But radiomen would have been surprised at the mid-winter furniture market opened in Chicago recently. Business was down; retail sales 30 per cent below '29, prices 21 per cent lower. Looked to in the coming year was the part radio would play in furniture sales. Reason: Sets are being built into furniture not intended primarily as "cabinets." Kroehler offers attractive coffee

tables, end tables with built-in 6-tube, 3-screen-grid radio. Retail price \$82.50. Another manufacturer shows writing desks, secretaries with built-in radio; tuning dials usually occupy place of inkstand. A Milwaukee manufacturer offers living room tables with radio built in under hinged top; 15 months out, the first model sold 63,000.

IDEA

AS THICK as flies around a honey-pot are the ideas department stores, dealers evolve for radio selling, display. They range all the way from lotteries to no-sleep contests. Occasionally, an idea emerges that for simplicity, economy and actual service to the customer seems so obvious that its very directness is the only reason for its having been overlooked.

To Thalhimer's, Richmond, Va., recently came such an idea, brought immediate response from the patrons. E. S. Whitlock, electrical department manager, sponsor, describes it: "A Radio Reference Bureau which functions daily from 9 to 10 in the morning as a technical information service, from 10 a.m. until 9 p.m. as a general information bureau." To Thalhimer customers the service, all by telephone, is invaluable for following information: outstanding program for the day, the station broadcasting it, name of sponsors, receiving conditions of the atmosphere, notice on special broadcasts to take place in the next few days. Going newspapers one better in supplying radio service, information, advice, Thalhimer's have found that broadcasting companies cooperate, that sales of radio reveal customer appreciation.

Other department stores, central stations have expressed interest.

RESOLUTION

THAT electrical appliances using non-induction motors are prime contributors to radio interference evils has been long recognized. It has been feared, too, that criticism of such devices as vacuum cleaners, washing machines, fans, hair-dryers, drink mixers, heating pads, on the ground that they create interference, will hurt the sale of such equipment.

To meet the situation the Pacific Coast Electrical Association, cooperative organization, drafted a resolution recently, addressed to N.E.L.A. requesting constructive measures. Most important, the resolution proposes that manufacturers shall equip devices with filters, condensers, that such equipment be marked "non-radio interfering." Further, member companies are urged to refrain from selling appliances not so labelled.

cleaners

PERKING UP

OFF 25 per cent both in units and dollar volume for 1930, (*Electrical Merchandising*, January, '31) vacuum cleaners began to perk up a bit in November, December. The Vacuum Cleaner Manufacturer's Association computes November sales at 78,628, an increase of about 4,700 units over the month previous. December, if last year is any indication will show a slight decline from that figure. The business is still far from the 110,000 a month figure that characterized the closing days of '29; is stretching, however, into that golden period of spring which even in the dark and stormy days of '30, showed the month of March had hit 115,000 units.

CAMPAIGN

LITTLE talked about, the New England Power Association, operating through a number of medium-sized, industrial towns in New England, (Worcester, Lowell, Lawrence, Quincy, Gardner) have been building appliance load steadily, non-spectacularly, every year. With approximately \$2,000,000 business in

1930 they reached a new peak, exceeded even prosperous '29" 20 per cent. With a vacuum cleaner business of about 3500 units for the year, \$126,000 they are engaged in a new campaign now, embracing all their properties to sell a minimum of 1,240 cleaners (Sweeper-Vac) in a period of eight weeks.



\$9,589.50 in ten weeks

CLEANER WIZARD

DURING the vacuum cleaner sales campaign (Premier) recently conducted by the New York Edison Company, what is believed to be the largest number of cleaners ever sold by an individual during a ten week period was sold by Miss Gertrude McGrath, Edison saleslady working in the company's sales room.

During this period Miss McGrath sold 338 cleaners and nine floor polishers with a total value of \$9,589.50.

A detailed checkup by models reveals the sale of fifty-two Duplexes, six Duplex polishers, 165 Spic-Spans, ninety Juniors, three Junior polishers and thirty-one Pic-ups.

No special terms enabled Miss McGrath to make this record. The usual prices were, of course, maintained. A cheery way of addressing the customer, an enthusiastic method of demonstrating, and a thorough knowledge of her product are the things which enabled this extremely energetic young saleswoman to make this astonishing record.

Apart from the vacuum cleaner sales, Miss McGrath ran up a not inconsiderable volume on other appliances during the same period.

irons . . ironers

HIGH WATTAGE

FOR a long time past the 660-watt iron has been under surveillance. It has been found that in ironing damp, heavy linens its heat input is not sufficient to make up for heat losses. The new 1000-watt irons have been developed to meet this condition and undoubtedly there will be a general trend toward higher wattage irons.

One of the most interesting studies of electrical ironing equipment is that recently made by Good Housekeeping Institute, reported in the February issue of Good Housekeeping Magazine.

Of the higher wattage iron and the need for such an iron, the Institute says:

"Our work with the heat-controlled iron has brought out the fact that the amount of heat available in the usual iron (660 watts) is not enough to cause the regulator to operate when ironing damp, heavy linens. In other words, such fabrics take the heat from the iron so rapidly at the usual ironing speed that the heat 'input,' as it is called, can not keep the iron at the correct temperature for ironing damp linen. This disadvantage is not confined to the heat-regulated iron—it is equally true of the iron with no regulator."

The 660-watt iron has ample heat capacity for the ironing of lighter fabrics. Doubt has been expressed by manufacturers that women still use and launder large linen damask tablecloths of $2\frac{1}{2}$ yards or more.

Asked Users

To establish this point, to ascertain whether or not the irons now in use in homes (660-watt) have sufficient heat capacity to handle all home ironing, Good Housekeeping Institute sent out to a selected list of readers a questionnaire asking whether or not the reader used large ($2\frac{1}{2}$ yards or more) linen damask tablecloths. Almost half of the women answered "Yes."

Commenting on the need for high, maintained heat in the ironing of heavy linens, the Institute says:



"50 per cent said . . . 660 watts is not enough"

"It does not mean that linens can not be ironed with the ordinary electric iron on the market, for women are resourceful enough to move the iron more slowly and thus give it time to regain its heat. It does mean, however, that more heat is desirable, and in response to this need, irons of greater heating capacity are now available.

"We [the Institute] feel that this development made by iron manufacturers marks an epoch in electric iron design. It justifies the position we have consistently taken with respect to ironing; and the fact that 50 per-

cent of the women who reported to us often find insufficient heat with the 660-watt iron proves conclusively that our stand is correct."

Because of the interesting character of the Institute questionnaire sent, the even more interesting replies, we have asked permission to reprint the material here.

Replies

The questionnaire (of which 250 were mailed to Good Housekeeping readers) and replies are as follows:

1. Do you do your ironing with electric iron?—189. Ironing machine?—1. Combination of both?—19.

2. If you have some or all of your ironing done at a commercial laundry, are you satisfied with the quality of work done?

If not, list the pieces that are not done to your satisfaction.

The replies were "Yes," 76; "No," 33.

3. If you use an ironing machine, what pieces do you iron on it?

(a) Men's shirts—6. (b) Housedresses—3. (c) Curtains—12. (d) Aprons—8. (e) Children's clothes—1.

Comments on question 3 were: "All flat work." "Sheets and towels." "All husband's winter clothes." "Men's underwear." "Trousers." "Shirts, nightgowns, pajamas and all pieces that can be folded flat." "Towels, napkins, table linens."

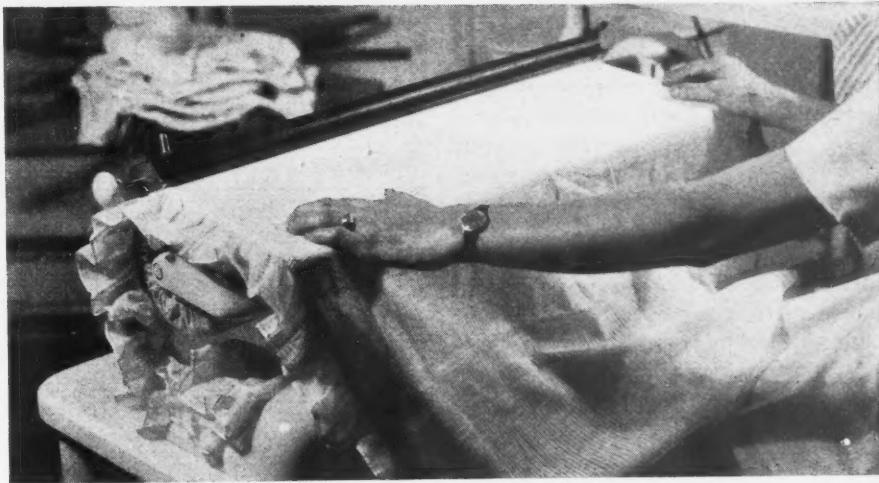
4. If you do not now own an electric ironing machine, do you anticipate owning one in the future?

"Yes"—47.

"No"—119.

Good Housekeeping comment:

"For many years Good Housekeeping Institute has tested and approved ironing machines or ironers designed for home use. We have found them satisfactory not only



"Three-quarters of ironer-owners use them for curtains . . . We are disappointed at the low percentage of users."

for ironing so-called 'flat work,' but for a large percentage of the weekly ironing. In the laundry at the Institute all the smocks and dresses worn by the staff, as well as children's clothes, curtains, etc., are almost, if not quite completely ironed by machine with entire satisfaction. *In fact, we have accepted the ironer as a necessary piece of laundry equipment. We are, therefore, disappointed at the low percentage of women reporting the use of an ironing machine.*

"Another interesting point is the fact that almost three-quarters of the women who own ironers use them for ironing curtains. They find that in many cases simple curtains can be ironed so well that they do not need stretching. Even ruffled curtains can be ironed without difficulty.

"All the women reporting the use of an ironing machine are loud in their praise of the ironer for doing table linen, for the beauty and sheen of damask ironed by machine cannot be surpassed.

From the seeming lack of ironing machine users, on the whole we can only assume that manufacturers have not yet painted a clear picture of the many advantages of an ironer or its many and varied uses. Good Housekeeping Institute's contribution to the education of women who still do the laundry work at home will be an article in the near future dealing directly with ironing by machine."

Comments on the ironing machine by readers submitting answers to question 4, were: "Machine shy because of accident of friend. "Family too small." "Would rather have most work done out."

5. Do you use large (that is, 2½ yards or more) linen damask tablecloths?

"Yes"—101; "No"—97.

6. Do you find that an ordinary electric

iron produces heat enough to accomplish the ironing of heavy damp linens without slowing up the ironing?

"Yes"—68; "No"—102.

Comments on this question, submitted by the readers questioned, were: "Slows up pressing men's clothing." "Don't iron linens." "Do not have such heavy pieces." "Usually all right unless linens happen to be damp." "Automatic heats to scorching." "Do not have heavy damp pieces; plenty hot for other things."

7. Would you be interested in an iron with greater heating capacity?

"Yes"—78; "No"—98.

Comments on Question 7: "If it wouldn't scorch fabrics." "Would prefer ironing machine." "Use two irons for linens if quantity of linens."

8. Does your present electric iron have a thermostat for regulating the heat?

"Yes"—44; "No"—159.

Comments on Question 8: "I find it only kind to have." "Hope soon to have one."

9. If so, do you find it helpful when ironing silks and fine fabrics?

"Yes"—39; "No"—6.

Comments on Question 9: "Laundress says not hot enough for linens." "New model—iron no more satisfactory than old one." "Never found the heat-regulated iron hot enough."

10. Do you ever iron fabrics which seem to require a cooler iron than that which is obtained with a heat-regulated iron at its lowest setting?

"Yes"—18; "No"—28.

Comments on Question 10: "I let iron cool." "I turn my iron off for a while to cool when I iron silk." "On some silks I turn the current off at times." "I disconnect when too hot, so do not feel need for a thermostat." "The majority of irons

with patent attachments regulating heat, etc., never hold out very long." "I prefer the plain attachment and let the bulb's eye on the wall tell me when the current is on or off." "My hand can determine the quantity of heat I desire."

"This survey," says the Institute, in the February article, "revealed another important point in ironing. About 48 per cent of the women who already use a heat-controlled iron find that they frequently encounter fabrics which require a cooler temperature than that obtained by an iron at its lowest setting. Here again manufacturers have anticipated a need, and there are now available irons which will hold a temperature as low as 250 deg. F.

"Before leaving the subject of the electric iron," Good Housekeeping tells its readers, "one basic fact must not be overlooked. The heat-regulated iron whether it is the usual 660-watt iron or that of greater heating capacity, is a big step toward safety, for the high setting of the iron is invaluable in preventing overheating should the iron inadvertently be left without disconnecting from the current. If your iron was accidentally left upon the stand or heel rest, there would be little or no danger from fire."

home service

HUNGRY CHILDREN

PROVIDING for the needy is no longer news in these days of breadlines, of unemployment, of need. But when an electrical appliance is the medium through which real need is ministered to them—here is news.

In Louisville, Ky., 4,000 school children needed food, were going hungry. To the situation came Tafel-Williams, electrical dealers; the local women's club; Olive Kaiser, Westinghouse home economist; a Westinghouse refrigerator. At the women's club quarters a demonstration, "Cold Cooking" was to be the attraction; admission fifteen cents, each of which was matched by Tafel-Williams, not unaware, properly, of ensuing favorable publicity. Letters were sent out, cards put in shop windows, a slogan "One Ticket Buys a Lunch for Four

Children" devised. The newspapers and radio contributed their share of publicity.

Miss Kaiser demonstrated, the re-



They brought . . . A bowl of soup, a sandwich, a glass of milk

frigerator performed, the customers went away satisfied that they had received fifteen cents worth. Sum raised: \$400. Louisville schools fed the hungry children. Items: A bowl of soup, a sandwich, a glass of milk (5c.).

1931 HOME SERVICE CONFERENCE

THE Second Annual Home Service Conference of the National Electric Light Association is scheduled for March 23, 24 and 25, at the Edgewater Beach Hotel, Chicago, according to Ada Bessie Swann, chairman, Home Service Committee.

The tentative program set up assigns the first two days to the study of refrigerators, home lighting, cleaners, ranges, laundry equipment;

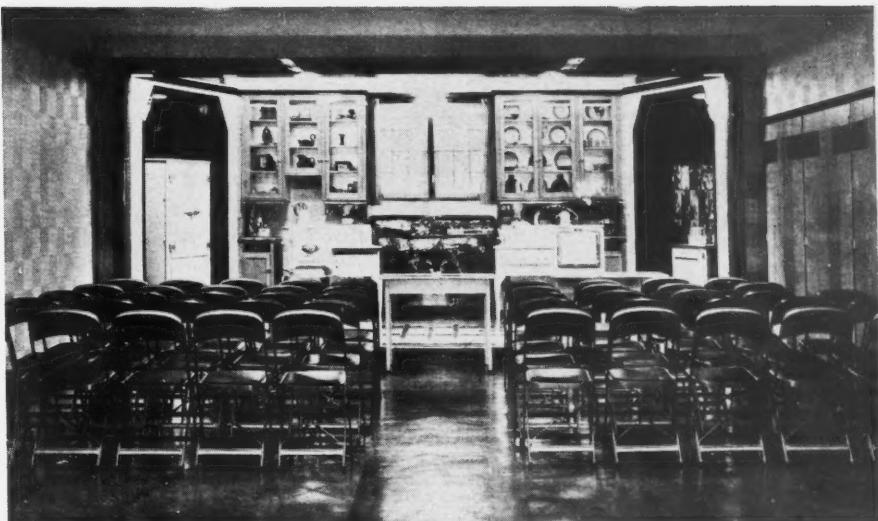
the third day to problems of organization, operation of home service departments, of interest to both gas and electric people. Thursday will be a one-day gas conference on subject matter.

BIGGEST, BEST

WOMEN telling other women how to run a woman's business, the home, has become a big business—in the electrical industry. To utilities it is important as 350 home service organizations indicate; to manufacturers it is essential in educating customers and prospects. From strictly electrical training the home economist's work has branched out to include home decoration, sanitation, health, kindred subjects. From a one-woman activity it now embraces a complete organization.

Small surprise, then, when the Buffalo, Niagara & Eastern Power Corporation's new building at Niagara Falls, just opened, boasted the most complete, extravagant home service quarters to be found in the country. Item: model kitchen decorated in company colors, aluminum, vermillion; black dishwasher sink, cupboards in natural stained wood, vermillion trim.

To Laura M. Rischman, chief home economist, the place is a kingdom; to the place, she is the queen. Modern to the core, the home service section typifies to the women of the community, the center of information for the dispensing of information on scientific home management. Nor is the new center their sole resource; model kitchens have



Aluminum, vermillion, black; there are eleven others throughout the western section. It is the woman's place more than ever, says home economist Rischman

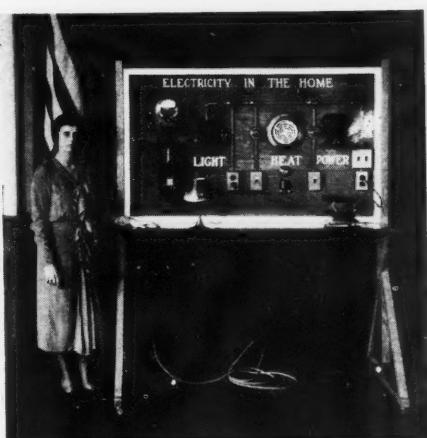
been installed in eleven of the company's branch stores throughout the western division.

TOUR

TO THE universal desire to go somewhere on a boat, to the equally impelling necessity for home economists to present dry truths in a colorful fashion, the Iowa Railway & Light Corp., Cedar Rapids, recently brought a unique idea. Cooking schools, the staging of which is Louise Hathaway's chief preoccupation, were given in a series called a "Cook's Tour Around the World." The ship Good Taste of the American Home Lines took the customers, via the ingenious stewardship of Miss Hathaway, on a gastronomic cruise of foreign countries. England, France, Germany, Italy, the Scandinavian countries, contribute their proper share of culinary delicacies to the apparent enthusiasm of the good housewives of Cedar Rapids.

THREE R'S

TO SCHOOL children in Hartford, Conn., recently came an innovation in the way of lessons. Forgotten was the Third Reader, the 'rithmatic, the jography; in its place the story of electricity in the home, made clear, interesting, by means of a portable demonstration board. Devised by the Hartford utility's Miss Murphy, home lighting specialist, the board dramatized heat, light, power



8,000 kids forgot their arithmetic

by examples of cooking, lighting, a motor, a door bell, a transformer. Switches, outlets, demonstrated every possible use of domestic electricity. 8,000 children know more now.

HUSBANDS, TOO

IN YONKERS, N. Y., the Yonkers Electric Light & Power Company, under the direction of Neva Atkinson, manager of the company's Appliance Sales Bureau, and the home service director, Lois Payne, conduct luncheons for men's organizations, talking on household electrical equipment, stimulating their interest in the electrical equipment used in their homes. Entertained recently: the Lions Club; Westchester Chapter, International Association of Electrical Inspectors.

ICE

CONTACT is an essential function of the home service department. The month's best story: "During December," writes Miss Estelle R. MacElveny, home service director, Cumberland County Power & Light (Portland, Me.), "We had a very severe ice storm. Many of our sections were without service for several days. We secured pictures taken at the time from local newspapers and photographers. From these we had slides made and several talks given before the local clubs helped show our customers just how hard we tried to restore service."

oil burners

GENERAL MOTORS ENTERS

MOST interesting news of the month from the standpoint of newcomers in the oil-burning industry was the purchase by General Motors of all the capital stock of the Rickard Engineering Corporation, Brooklyn, N. Y., makers of the Rickard oil-burner. To the plant of the Delco Appliance Corp., Rochester, N. Y., General Motors subsidiary, have been moved manufacturing, sales operations.

On the market four years, the Rickard burner has been re-designed to facilitate quantity production, low price. Proposed trade name: Delco Heat. S. D. Rickard, president will be retained by Delco as consultant. Pending perfection of merchandising plans, Delco burner will not be distributed nationally, sales will be confined in upper New York State.

2 PER CENT

TO THE blue-nose, stove-pipe hat, umbrella-carrying school of business prophets, the end of 1930 brought in many lines a not unhappy feeling that the millenium was at hand. They could point quavering fingers at sales volumes that had crashed, at firms that had failed, at profits that never materialized. They were as full of good cheer as a bottle of prussic acid.

The appliance field, with only eight and a half per cent decrease in sales volumes over the year previous, scarcely provided the material for jaundiced speculation, brought no tears to the watery eyes of professional gloom-chasers. Where small decreases were registered in some lines, corresponding increases were made in others. Among the latter group the oil-burner industry strutted proudly. In the face of sharp declines in residential construction, (\$771,000,000 for the year) sales of oil burners for the first nine months were 11 per cent ahead of '29. Despite a sharp recession at the end of the year sales showed a 2 per cent increase over the year previous. In total business this meant the instal-

lation of 101,000 burners, a manufacturer's gross of about \$20,000,000, a consumer's expenditure of \$63,700,000. Price adjustments during the year dropped the dollar volume figure below '29 though installations increased. Estimated number of burners now in use: 654,000.

To Walter F. Tant, president, Silent Automatic Corporation, president American Oil Burner Association, 1930 figures on oil burner sales are "a direct challenge to those . . . who think and speak only in terms of a downward trend. . . . Since no industry more closely reflects the purchasing power of the people who own their own homes, this record must stand as a fair indication of the strength and soundness of this solid class of citizens."

\$ 50,000 SOON

OIL burners have always been a specialty sales organization proposition, have required skilled, expert salesmen, demanded intensive follow-up work in the field. To the industry have come pioneers; merchants who saw a product for which sufficient natural demand existed to justify the expenditure of a little sales effort to get the business. Some of these men have been plumbers, some automotive dealers, some electrical dealers. To the ranks recently have been added department stores, central stations.

Spokane's Tull & Gibbs is a home furnishing store. Theirs is a store business. Confronted, a year ago with the possibilities in retailing burners, they asked themselves questions: Could a furnace be sold in a store? Would advertising bring customers to buy burners as they bought a yard of ribbon, a rug, a dining room suite? Forward-looking, Mr. Vallandingham, electrical goods buyer, said yes.

To the basement, home of the appliance department, went workmen, departed leaving a complete furnace installation, a glass display showing a burner in operation, a rug, a chair. To the windows went more workmen, left a cut-away of a furnace with the burner in operation. In the news-

papers next day appeared a picture of the burner, an announcement of the store's entry into their new field.

Today, after a year's trial, Mr. Vallandingham is satisfied. No bargain-hunting rush of customers greeted the store's oil-burner venture, but just as absent were the "dead-beats," the reverters, the grief. Slow to start, the store has shown monthly averages of \$1,000, anticipates a business of \$50,000 a year.

The salesman has been a specialist, the advertising has been consistent if small, the prospects have been followed up. Installations made have been used to sell more home-owners. The business, in short, has been allowed to make its own way without unnecessary ballyhoo much as any other item handled in the store. Terms are 18 months. Like any other major electrical device, Mr. Vallandingham feels that growth of public acceptance, greater saturation, will speed sales, cut selling costs.

The oil burner has come to stay.

MAJESTIC NEXT

MOST interesting rumor of the month: Grigsby-Grunow, successful merchandiser of Majestic radio, recent-comer to electrical refrigeration business, is to announce an oil-burner in the fall of 1931, is experimenting at the present time with a burner in their Chicago laboratories.

TIMKEN UP

TO THE Timken-Detroit Company, 1930 was kind. With a dealer program set up in February, 72 dealers appointed, burner sales increased 56 per cent when 2 per cent was the average for the industry. Reason: To Haldeman Finnie, vice-president, E. V. Walsh, general sales manager, go most of the credit; advertising was increased 37 per cent, man-power 84 per cent, production cost lowered 20 per cent, allowing for lower retail prices. Time payment business was stressed; 75 per cent of sales being on this basis.

refrigeration

N. E. L. A.'S SHOW

TO THE refrigeration industry, N.E.L.A.'s ambitious, well-laid schedule to sell 1,000,000 units in 1931, still looms as the biggest news, will next month when formally opened, color the plans of manufacturers, central stations, dealers. Pushing the plan through to a final finish means the expenditure of considerable money in advertising campaigns, the clear thinking of the country's divisional managers responsible for sales in their particular area. To be completely successful, the campaign must stress those elements of cooperation within the industry, more important this year than any time in the appliance industry, more potent last year in breaking refrigerator sales record.

Manufacturers broke all sales records in 1930. In 1931, they expect to maintain the same rate of growth, or better it. Sales in 1930 were 8.8% higher than 1929's in dollars, 23% higher in number of refrigerators. (*Electrical Merchandising*, Jan. 1930.)

General Electric Co.'s refrigeration department finished 1930 with an increase of 30% in sales. Plans are laid to maintain at least this ratio through 1931; promotion and advertising appropriations have been increased to \$6½ millions. Its 1930 experience proved offering of reasonable instalment terms the surest order-getter. The public is so keen for electric refrigerators that easy terms of payment remove the last obstacle; 80% of all sales are on instalments.

Frigidaire Corporation of General Motors Co. proposes particularly to capitalize the million dollar campaign of utility companies. Its objective is the sale of 1 million units during 1931. Elmer J. Biechler, president, announces placing orders for \$7 million worth of raw material, re-employment of 6,000 men.

Kelvinator Sales Corporation, showing a 31% increase in earnings on total sales equalling 1929, made up a loss on apartment house business through increase of 31% in domestic units sold. It offers for

1931 the most complete line in its history, maintaining the Kelvinator for sale chiefly through public utilities, the Yukon popular-priced models and the Leonard for distribution through dealers.

Servel, Inc. is going in production with its new line, 3 models of electrically operated machines, listing at under \$200. Sales of Electrolux units, (gas operated) are gaining steadily, production having been stepped up from 100 units per day to 700 units. The company's financial position is greatly improved.

FISH PRESERVER

PRESIDENT of the Southern Oregon Electric Company, Medford, Oregon, Morris B. Leonard, has recently been experimenting in the possibilities of commercial counter refrigeration as an adjunct to his line of domestic refrigerators, wonders why more electrical dealers have not exploited this field.



Typical prospect: Guests wanted to see their fish; the lodge buys a refrigerated display case.

Among the advantages of commercial refrigeration business, Mr. Leonard notes:

1. The margin of profit is good. Owing to the fact that prices are not publicly advertised the dealer may usually sell the job as an installation, charging whatever is necessary to cover his costs satisfactorily.
2. It is sold in relatively large units, one job brings in a reasonably big return.
3. There is a wide market for its sale.

To the development of this market Mr. Leonard has lent his energy.

Medford in the last census was credited with a population of about 10,000, has no very large number of food stores which would require counter refrigerators. His store is not the only one in town selling commercial refrigeration, also, but the Southern Oregon Electric Company has been able to develop a business of from \$15,000 to \$20,000 a year in this field alone.

Most interesting, Mr. Leonard has uncovered some new possibilities in the selling of counter type refrigerators, has not confined his efforts to butcher shops, delicatessen markets, has not limited his sales to city limits.

Medford, in the famous Rogue River country, is well known to fishermen, the object of pilgrimages from all parts of the country. Naturally, fishing lodges, camps abound. What use would a fishing lodge have for a display counter equipped with a super-refrigeration device? What, indeed, but to keep fish in, which the lodgers catch and want preserved until time to be served up for food? The larger of these resorts already have electric refrigeration, but Mr. Leonard is familiar enough with his fish to know that the problem of keeping fish in an ordinary refrigerator has not yet been completely solved. You can keep them, but it is a bit difficult to keep anything else—like butter, for instance—in the same box without hearing later from the boarders in regard to its flavor.

Counter refrigerators with chilling units that run the full length of the box are so devised that the air does not circulate as freely as it does in the ordinary type; fish and cottage cheese and canteloup can be kept side by side without contamination. So to the fishing lodge, which already has a hotel type refrigerator, goes a refrigerated counter, usually installed near the cigar counter in the lobby. Here fish caught by guests are placed in conspicuous display, the name of the owner proudly attached on a card. The remainder of the counter is, of course, free for the preservation of other food.

So successful have these installations been that Mr. Leonard is adding other resorts this year, among

them the famous Crater Lake Lodge at Crater Lake, Oregon.

To Mr. Leonard every business which handles perishable food is a legitimate prospect for his product. The Southern Oregon Electric Company does an extensive business in other electrical lines, carrying fixtures, small appliances, cleaners, washers, ranges, oil burning furnaces, a general line of refrigerators in addition to commercial refrigeration; but this newest endeavor has come to be one of the most important features of the business.

SALESMAN

TO THE refrigerator showrooms of the Public Service Company of New Hampshire recently went Governor and Mrs. Tobey, looked at a refrigerator (Kelvinator). Alert, the

salesman remarked that the model they were inspecting was "similar to the one in the Coolidge home, Northampton, Mass. "You gentlemen in the Republican party," he added, "ought to stick together."

"What is good enough for the Coolidges is good enough for us," said the Governor, signing on the dotted line. To the unknown salesman, all praise for quick-thinking.

STATIC

EDWARD DUPIL, store manager, Rumford, Me., faced a charge of radio interference in municipal court, was fined \$12.24. Radio fans complained that worn-out brushes on Dupil's electric refrigerator sent out so much static, reception was ruined. The motor has been fixed, listeners satisfied.

r a n g e s

RANGES FOR RENTERS

SELLING electric ranges to customers who live in rented houses not already wired for cooking has been engaging the attention of electrical men in all sections of the country. The power companies of the Pacific Northwest have been responsible for the portable wiring idea, in some cases has gone so far as to rent wiring. Legal questions, however, involved in this practice have not been fully passed upon and at the present time activity along these lines is somewhat in abeyance.

One Way Out

In the meantime, the Pacific Power and Light Company, Portland, is going ahead with a program which accomplishes somewhat the same end without legal complications. The scheme:

Assume the existence of a tenant in a rented home, not wired for a range, but otherwise a logical range prospect. Average wiring costs are about \$35 in this section and he is offered the wiring at this price, with the privilege of paying for it at the rate of \$1 per month, for 40 months, bringing the total to \$40 on a time payment basis.

Not interested, he is asked whether he would like to have the landlord do the wiring. If so, would he be willing to pay as much as 50 cents a month extra rent for the house or apartment, wired?

The landlord is next approached with the \$1 a month offer in one hand and the guarantee of the tenant to pay \$.50 a month extra rent in the other. The wiring will give his premises permanent additional value, the increased rent will continue long after the contract has been paid for.

Should this effort fail, attention is next turned to the possibility of installing wiring of the portable type. This is no cheaper than the permanent installation, but it complies with the legal requirements which make it removable, so that possession may remain in the hands of the power company until it is paid for. This also is offered to the tenant at the rate of \$1 a month. His objection to the previous offer was probably that he could not foresee his future movements and did not care to tie himself down to remaining on the premises 40 months. "What if I moved?" he asks. "Then," replied the salesman, "Seventy-five per cent of what you have paid is returned to you, so that all you have paid is \$.25 a month rental for the wiring during the

period you had its benefit." This works out so that, should he move at the end of 36 months, for instance, he receives back \$27, leaving the power company with \$9 paid toward the cost of the wiring.

Up to the Landlord

In case of his removal, does the company now remove the wiring? No, the next step is to approach the landlord again. He is informed that the wiring is to be removed. Naturally, he is not sure that he wants this done. The power company does not want it done, either, and it offers him the benefit of the \$9 down payment, with a \$1 a month proposition on the remainder. His apartment is vacant by this time and he is looking about for a new tenant. The salesman takes the opportunity of pointing out that his last tenant considered an electric range so important that he was willing to pay for the wiring of it himself.

The landlord may still be obdurate, however. If he is not sold on this proposition, the wiring is still left in place until the new tenant comes in, when the same procedure is followed with him.

Should all these attempts fail, the wiring, as a last resort, is removed.

COLD MILK

IN THE agricultural appropriation bill, reported to the House recently, appears an item: \$5,000 for the purposes of studying the development of refrigeration for milk-cooling on farms. Mechanical refrigeration, designed for household uses, discussion brought out, is not adapted to this work, nor are existing commercial units.

Importance: Most states, cities have ordinances compelling the farmer to deliver milk at or below specified temperature. To market his milk legally, therefore, dairy farmers must provide adequate cooling facilities on the farm which means, in most cases, electric refrigeration. Investigation is to be made by the Department of Agricultural Engineering, bureau, Department of Agriculture.

Y

It is just as
easy to say—
*Can I
carry this
to
Your Car?*



LAZARNICK

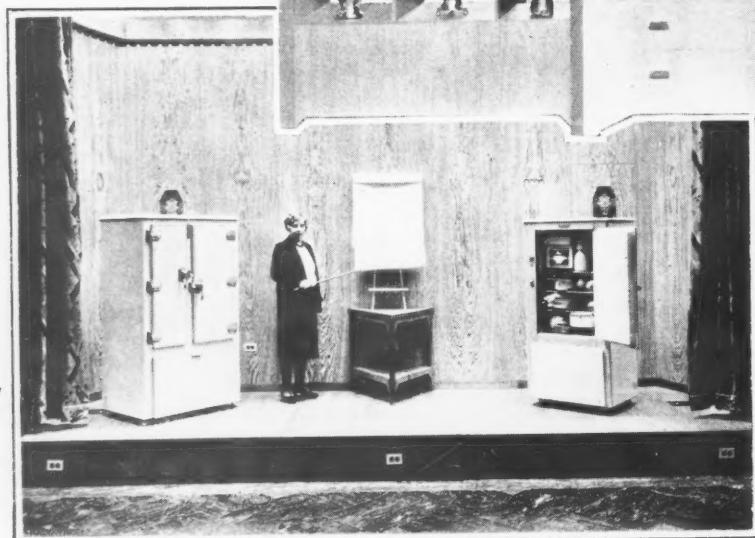


So accustomed are we in these days of efficient merchandising to assume that the customer insists upon delivery of appliances bought, that we are overlooking a chance to save several hundred dollars in delivery expense. That is the opinion of Jack West, in charge of the sales floor for the Public Service Company of Colorado at Denver. He has found that the simple question above invariably brings an affirmative response, that the goodwill of the customer was never impaired.



Washers, ironers and refrigerators enjoy a major portion of the display space in the new Cleveland Electrical League headquarters. Prospective purchasers of electrical equipment are invited to see every type of appliance, here displayed, before they buy.

(Below) A section of the table appliance display artistically displayed in an open-work case of unusual design.



(Left) The stage of the League auditorium prepared for talk on refrigeration. Groups of women can be talked to at one time while a demonstrator points out the advantages of electric food preservation.



The League in

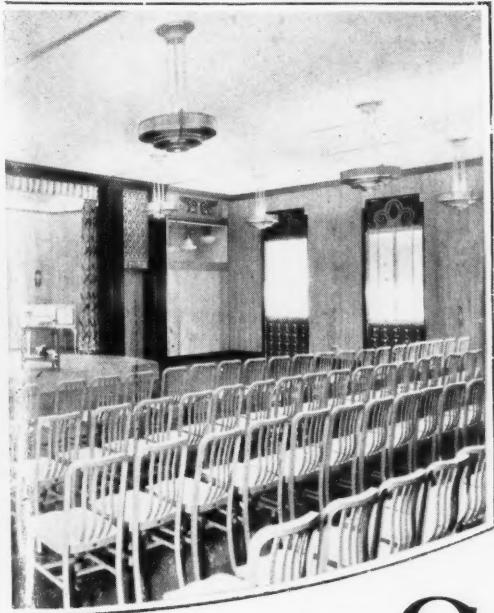


J. E. North, president of the Cleveland League, talks things over with T. L. Losby, former Minneapolis league manager, who is now directing the appliance activities of the organization.

(Below) Some idea of the seating capacity of the League's auditorium can be gained from this "shot."

The New Quarters of the Cleveland Electrical League on the Top of the New Builder's Exchange Structure Are the Most Elaborate and Well-Designed in the Country

The Electrical League of Cleveland occupies 10,000 square feet of floor space on the eighteenth floor of the new Builder's Exchange Building, seen below.



the SKY

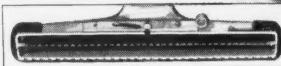
EUREKA

A NEW AND GRAND

FEATURING A

STRONGER
SUCTION
GETS MORE
DIRT

Full-Floating
Brush a special
new feature



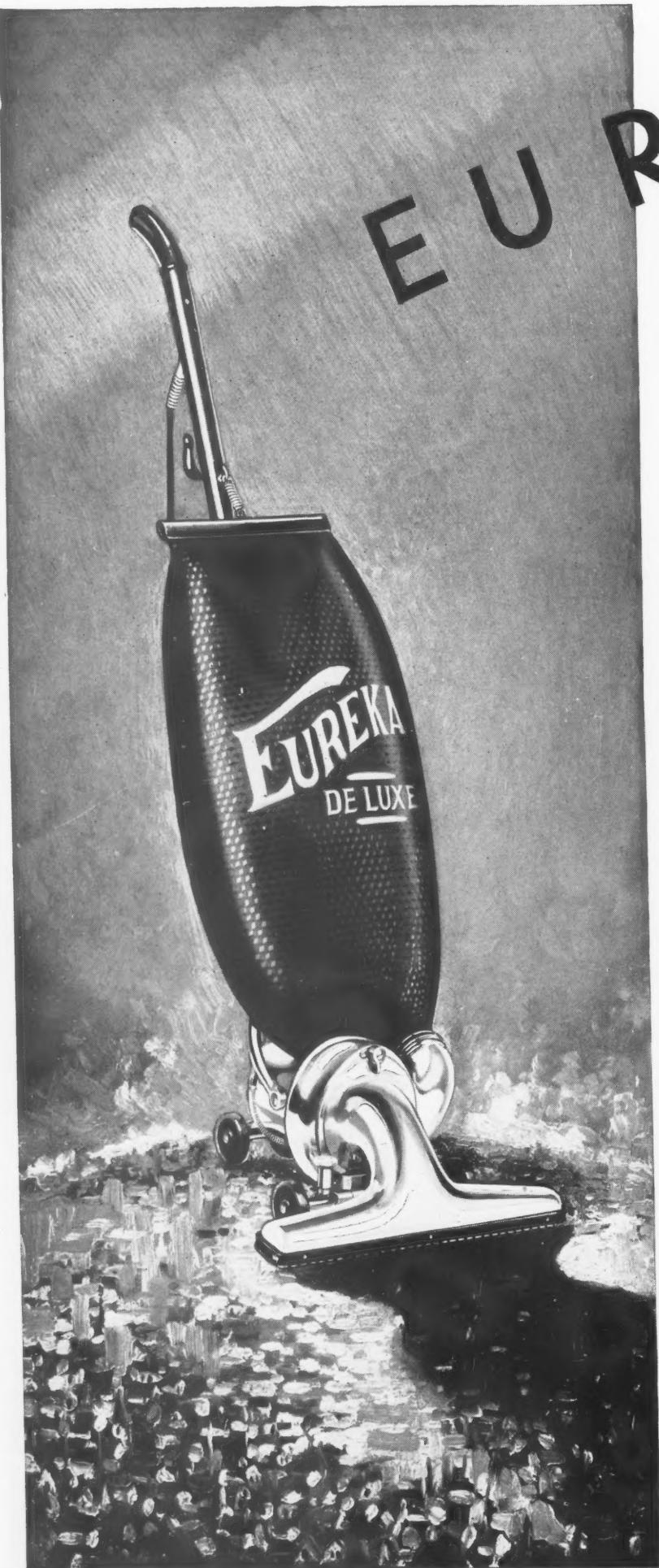
To vacuum cleaner dealers everywhere, Eureka announces the magnificent new Eureka De Luxe—the crowning achievement of 22 years of quality manufacture, and an electric cleaner that is unmatched, we believe, in beauty, performance and value.

The Eureka De Luxe is a rare combination of remarkable new features and the basic Eureka "High-Vacuum" principle of cleaning which has won preference for Eureka in more than 2,500,000 homes.

The "Full-Floating" Brush
The new "full-floating" brush is a sensational innovation. By spring pressure, the brush "rides" on the surface of the floor covering and provides positive brush action, which is necessary for the quick removal of lint, hair,

\$59⁵⁰

*The lowest price possible for
such quality and performance*



ANNOUNCES AMAZINGLY IMPROVED PRIZE EUREKA DE LUXE

"FULL-FLOATING" BRUSH, LEATHERETTE BAG

AND MANY OTHER REMARKABLE IMPROVEMENTS

threads and all other kinds of surface litter.

You will marvel at the cleaning action of this new brush. Owners will find in it a most welcome relief from mechanical troubles so common to other types of brushes, which lose their effectiveness when the bristles have worn only a small fraction of their original length. Continuous, effective brush action is now possible without the use of small rubber belts and gears.

Beautiful New Red Leatherette Bag

The beautiful new leatherette bag, in rich red, with its smooth, shiny surface, is introduced for the first time in the Eureka De Luxe.

The front of this unique dust bag is of durable leatherette, easily cleaned with a damp cloth. The back is of exceptionally treated, finely woven cloth which effectively screens and filters the air, and prevents the escape of dust. At the same time, this fabric is sufficiently porous to permit the free passage of air through it—a factor absolutely necessary to the efficient operation of any vacuum cleaner. Long after ordinary dust bags have become soiled and unsightly, this beautiful new Eureka leatherette bag will retain its original striking appearance. Patents have been applied for.

A patented steel spring opener, which spreads the mouth of the bag very wide, makes it excep-

tionally easy to empty without scattering dirt or raising dust.

Other new features are the steel handle with hard rubber "pistol" grip that fits the hand perfectly; the 20-foot cord covered with durable rubber and attached to the handle at a convenient distance from the top; an improved device for adjusting the nozzle to the nap of floor coverings; four wheels instead of three; a new tilting device, and rubber bumper for the protection of furniture.

A New Cleaner—a New Franchise

The great new Eureka De Luxe is certain to receive an enthusiastic welcome from home managers and dealers alike. It comes on the market at a time when hundreds of thousands of old, worn vacuum cleaners are ready for immediate replacement.

Under the new and better Eureka franchise, and with Eureka's powerful program of advertising and merchandising helps, vacuum cleaner dealers now have the greatest profit opportunity in Eureka history. Write or wire for an interview with the nearest district representative.

EUREKA VACUUM CLEANER COMPANY
DETROIT, MICH., U. S. A. (652)

Largest Manufacturers of Vacuum Cleaners in the World
Canadian Factory, Kitchener, Ontario. Branches: 8 Fisher Street, London
W. C. I., England; 299a-301 Castlereagh St., Sydney, Australia

*Grand
Prize* **EUREKA**
De Luxe

INTIMATE GLIMPSES INTO AN

THE man is pointing to the "cradle of electric heat." Twenty-five years ago, in this little shanty at Evanston, Ill., A. L. Marsh completed the development of the alloy that made electric heat possible—Chromel. This is the original of the nickel-chromium resistor alloys, of which virtually all heating-elements are now made.

Before Chromel's discovery, electric heating devices were not practical, because their elements were too short lived. It is almost beyond belief that Chromel elements have more than 300 times the life of those available before Chromel was discovered (excepting platinum). But such is the fact, a fact for which we are indebted to nature. Our contribution to electric heat lies in our discovery that such an alloy could be made.

Our contribution today is in supplying Chromel to all the leading makers of heating devices, such as you sell. Those manufacturers entrust to Chromel, the good-will value of their good name—because, of course, no heating device can be better than its element. The good service given by those devices, tells its own story about the good worth of Chromel.



Hoskins Chromel

4447 LAWTON AVE. HOSKINS MANUFACTURING COMPANY DETROIT, MICH.
IN CANADA: WALKER METAL PRODUCTS, WALKERVILLE, ONT.

T H E W I R E T H A T M A D E

I M P O R T A N T I N D U S T R Y . . . *No. 1 of a Series*



E L E C T R I C H E A T P O S S I B L E

Glockin' 'Em

Edison Lampmen know this window will pull in customers —it has been "pre-tested."



Not only the ones that stopped to look but those that went in and bought were tabulated by Edison Lampmen's agents.

Canny New Englanders, in twelve Massachusetts towns, were struck by some appeal in this display piece, third in the series, most successful of the Edison Lamp Works, "pre-tested" window displays.



SUPPLYING dealer and central station stores with display material for their windows, has always been one of the services offered by the Edison Lamp Works, General Electric Company. Confronted this year with hundreds of ideas ranging from grotesque to simple, obvious to subtle, choosing the ones with greatest "pull" presented difficulties. Solution: Into a number of their agents' stores in New England went the various display ideas. Harvard students with tabulators clicked the percentage of people stopping to look, entering to buy. Inside, others recorded actual sales. From a three-month "pre-testing," lampmen finally picked six displays, sent them to all their dealers. Below at left, the display that stopped most people. It will be issued in the fall campaign.



I make my Own Collections



W. H. GRIMES

"... In the cities it is the one who makes the most noise."

IT WOULD not be surprising if many people had not heard of Womelsdorf, Penna. It is one of those sleepy little Dutch towns, with a population of some 2,000 people, and a quiet main street of two story buildings. It is surprising, however, when on the same sleepy street one discovers a neatly kept store devoted to the selling of radio, refrigerators, cleaners, washers, health lamps and heating appliances, ably managed by one Mr. W. H. Grimes.

Mr. Grimes will tell you, although his business is situated in a town where the average income is not more than \$1,500, most of the inhabitants being employed at the local hosiery mills, that he does a business of between \$30,000 and \$40,000 a year, and that he much prefers Womelsdorf to either of the larger towns of Reading and Harrisburg which flank him on either side.

"There is a rush of high speed to big city competition," he will say, "that doesn't appeal to me at all. I know, here, that by knowing my business and giving good service on the merchandise I sell that people are going to keep coming back—and they do. In the large towns it is the one that makes the most noise that gets the business. They are all interested in the immediate sale—comparatively few who are sufficiently interested in the appliances, once they are sold, to keep the customer satisfied in anticipation of selling him again."

In keeping with his ideals, Mr. Grimes has no salesmen (he has two service men), he refuses to cut prices, and depends to a considerable degree on his own technical knowledge to service appliances he has sold. At the same time, he is not backward on any of the latest dodges for attracting favorable publicity to his establishment. He will point with pride to his new baby Austin, the top of which can barely be discerned over the top of the curbstone in front of his store. He handles three well-known makes of radio: Majestic, R.C.A. and Atwater Kent, which supplies him with the major portion of his business. Prominently, too, in the middle of his window, may be seen one of the new Majestic refrigerators, on which within two weeks time he has taken four orders.

Curiously, too, he is not interested primarily in attempting to get more volume than he has at the present. Of greater importance to him is the fact that his business is a stable one, that his customers will keep coming back, and that he makes a profit on the merchandise he sells.

"That's another fallacy about big town business," he says. "Too many dealers are anxious to build up their volume, which they do by advertising and by employing commission salesmen. This necessity for volume is such that they have to extend time payments beyond safe limits. The paper is too much for them to carry and must necessarily go to a finance house.

"**I** PERSONALLY, discount all my own paper at the local bank, because for one thing, it is not too large an amount to make it difficult for me to handle, and for a more important reason, because it gives me a personal check on my collections. This may not seem important first, but when a dealer is doing his own collecting, it provides him at once with an entrée into the customer's home, which is fairly constant. When there, I am not only in a position to get on a friendly basis with my customers, and to acquaint myself with their electrical needs, but I am also in position to judge their ability to pay if they are in difficulties.

"To a finance house, a customer is merely a name; and inability to pay when temporarily embarrassed for money means that legal means are usually resorted to. The natural result is, that the customer loses what good feeling he had for the store.

"It is little things like these that enable me not only to keep my customers, but to make them my friends."

It's Good Business, says W. H. Grimes

How Decatur *Campaigned*

CAREFUL PLANNING
EMPLOYEE COOPERATION
DEALER TIE-IN
sells 212 units in 60 days
The Small Campaign at its Best



M. S. BANDOLI
Division Commercial Manager

AGREED: That a campaign, by stimulating public interest, and inspiring sales organizations to concentrated and unusual selling efforts, is one of the most effective means of moving a large volume of appliances in a short period.

That the campaign method works equally well in small properties serving restricted areas or in a far-flung organization operating in many scattered sections also seem to have been established. The refrigeration campaign of the Associated Gas & Electric Company (*Electrical Merchandising*, August, 1930), is a good example of the latter. As typical of the effectiveness of the special campaign in the small property, below is given an outline of the details of a refrigeration campaign put on by the Decatur Division of the Illinois Power & Light Corporation. It is not only typical of careful planning, employee cooperation and enthusiastic selling on the part of the central station, but it is an excellent example of a good tie-in with the local electrical trade.

The first element of a good campaign is a plan. The refrigerator activity of the Decatur Division, according to I. R. Abbott, manager, was planned to run 60 days—May and June, 1930. January, February and March, therefore, were devoted to laying the groundwork; overcoming customer resistance by the careful use of newspaper and direct mail advertising; proper training and preparation of salesmen in the intricacies of refrigerator merchandising; making arrangements with the local Electrical League for the active participation of all the electrical dealers in the territory; and the drawing-up of the actual framework of the campaign. The latter consisted chiefly of setting quotas, laying down the rules

for the sales contest which, in this particular instance, required of the salesman that he scale a somewhat forbidding paste-board mountain. Most of this work was under the personal supervision of M. S. Bandoli, Division Com. Mgr.

The quota set for the campaign was 176 refrigerators (G.E.) amounting in gross sales to some \$50,000, which would increase the annual kw.-hr. consumption of the company by 109,200 kw.-hr. The four objectives of the campaign were to increase residential consumption, to increase dollar sales per domestic customer, to build up refrigerator sales and to increase salesmen's earnings.

WHEN the sales were finally tallied up at the end of the drive, it was found that 212 refrigerators had been sold—162 per cent of the quota set. The volume of business amounted to \$81,861.63, resulting in a net profit of \$6,131.50 and an increase in kw.-hr. consumption of 131,040 kw.-hr. In addition dealer sales because of campaign activities were 24 units.

The terms for the campaign included such special inducements to prospects as graduated allowances for old ice-boxes, a low down payment of \$10, with two years to write off the balance, wall outlet furnished free. The trade-in allowance provided for grants of \$10 up to \$30, depending on the size of the refrigerator.

That in brief, is the outline of the drive together with the results obtained. It is not unusual. Campaigns, staged simultaneously by central stations, manufacturers and dealer organizations all over the country, must perforce have many aspects in common which, at times, makes it even difficult to see why any special publicity should be accorded such activities. Here we must return

Refrigeration



I. R. ABBOTT
Decatur Division Manager

to the original thesis: namely, that the campaign method will move considerable quantities of some specific appliance in a relatively short time. The only thing that makes any specific campaign stand out, whether it be on ranges, refrigerators, washers or heating appliances, is the manner in which it is carried out. And by that is meant, not only the efficiency of the campaigning organization, but the way in which they have made the activity mean something to the entire electrical industry of that community.

For instance, when the Decatur Division of the Illinois Public Service Company decided that it was necessary to boost the sale of electric refrigerators, they not only spent considerable time in working out the details of their own work, they enlisted the support of sympathy of the Decatur Electric League in the activity. It was arranged at that time that all newspaper advertising in connection with the affair be run by the League, sponsored by them and should carry the names of all the electrical dealers in the vicinity who signified their willingness and interest in tying in with the movement.

From there the central station went to the dealers, explained their plans, and invited them to cooperate in an active way. They were prepared, too, to go out of their way to see that dealers were helped in their particular selling efforts. This was done in a number of

Of the hundreds of thousands of owners **not 1** has paid a cent for SERVICE

And These Added Advantages, Too!

GENERAL ELECTRIC
ALL-STEEL REFRIGERATOR

LIBERAL ALLOWANCE
for Your
Old Ice Box

SMALL DOWN
PAYMENT
24 Months to
Pay Balance

VEGETABLE VITALIZER

Decatur Electric League

RODING ELECTRIC SHOP
1108 E. Water St.
GILL & DAVIS ELECTRIC & GAS APPL. CO.
TROTTER ELECTRIC CO.
ILLINOIS POWER & LIGHT CORP. 124 S. Water St.

REY ELECTRIC CO.
1116 E. Water St.
BRIGHAM ELECTRIC CO.
1016 E. Water St.
HEINE ELECTRIC SHOP
1118 E. Water St.

This is the amazing record of General Electric Refrigerators—a record of economy and efficiency unequalled by any other hermetically sealed permanently self-contained mechanical refrigerator. General Electric refrigerators are tightly sealed so that just one drop of water outside trouble-free. They are the result of the hundreds of thousands of owners who have had no trouble with their General Electric refrigerators. This is the record of success. Think it over, and let us tell you about our money-attracting all-inclusive plan.



HARLEY BARRY
G. E. Distributor's
Representative

ways: newspaper advertising of an educational nature which was of help to both sides; all ads carrying the names of cooperating dealers; refrigerators furnished to the dealers by the power company on a consignment basis and a definite percentage paid the dealer on all sales made; time payment contracts, approved by the power company for dealer sales, financed by the central station.

All these things were of definite assistance to the dealers in actually selling refrigerators. And it should be noticed here, too, that they were not confined in their activities to any one make of refrigerator—all sales counted. In addition to the assistance outlined above, the power company supplied the dealer, free of charge, all the selling helps, direct mail matter, etc., needed to tell his story to his prospects.

New MERCHANDISE

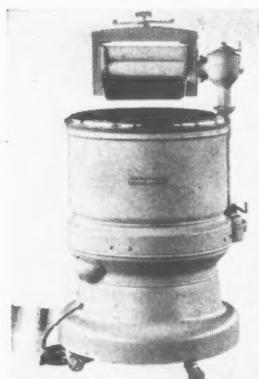
A Few of the Many Interesting New Appliances that Are Being Offered for the New Year

General Electric Washers and Ironers

Washers and ironers for the first time will bear the "General Electric" monogram, according to an announcement by the Merchandise Department of the General Electric Company, Bridgeport, Conn., that a line of "G-E" washers and ironers is being placed on the market.



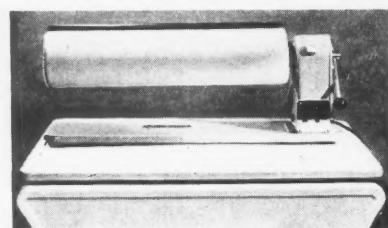
The new washers are featured by the "Activator." Effective washing action, it is explained, starts at the water level and a sturdy downward tug sweeps out air bubbles and pulls the clothes into the full-power washing zone at the tips of the blades of the "Activator." The machines are full-skirted and finished in two shades of blue. The tubs, of generous family-size capacity, are enameled porcelain, ripple finished. The mechanism is fully enclosed and protected and is easily accessible by removing the tub. A General Electric 4-hp. motor is employed, fully insulated with rubber, shock-proof and cradle mounted. The transmission is sealed in oil and the motor wick-fed from an oil reservoir.



Model W, the wringer-type washer, incorporates a new type of wringer, the extracted water flowing through a special return drain to the tub. This machine is listed at \$119.75. Model B, another wringer-type machine, is listed at \$99.75.



Model C, the extractor-type washer, has the spinner basket set on the same post as the "Activator" so that washing and drying can be carried on at one time. This model is listed at \$109.75.



Two types of ironers are offered—a portable or table model and one designed to fit the wringer post of any standard washer. The shoe of the ironer is of rust-proof, stainless "Allegheny" metal, highly polished. The Model R, wringer-post ironer is finished in blue to harmonize with the Model W washer. This ironer is listed at \$54.50. The Model T, table type ironer is listed at \$84.50. Prices given are Eastern prices; western prices are slightly higher.—*Electrical Merchandising*, February, 1931.

Aquarium Water Heater

A thermostatic-controlled electric water heater for tropical fish aquariums has been designed by the Bobbitt Electric Manufacturing Company, 4307 Cottage Grove Avenue, Chicago, Ill.

The apparatus consists of two glass tubes. One tube contains the electric heater, which, it is explained, consumes only .5 amp. at 110 volts. A red light indicator connected inside this tube indicates when the heater is in operation.

The thermostat is placed in a separate tube so that the temperature of the water only controls the thermostat. The thermostats are set at some temperature between 70 deg. and 78 deg., but the temperature may be either increased or decreased by a slight turn of a set screw.

Heater No. 90, has 6-in. thermostat tube and 6-in. heater tube and No. 91 has 6-in. thermostat tube and 8-in. heater tube. The intended list price for either model, is \$5.—*Electrical Merchandising*, February, 1931.

Ceiling Type Sun Lamp

The sun lamp illustrated is a product of the Bryant Park Electric Lamp Company, 260 West 41st Street, New York City. It employs the S-1 bulb. It is a transformer-reflector unit, made throughout of cast and stamped aluminum, the transformer-socket housing being a sturdy and separate body from the 16-in. reflector, which can be adjusted after installation of the former. The socket is of special monel construction to preclude corrosion from excessive lamp heat. The 16-in. reflector has a special oxidized reflecting surface for ultra-violet and light output.—*Electrical Merchandising*, February, 1931.



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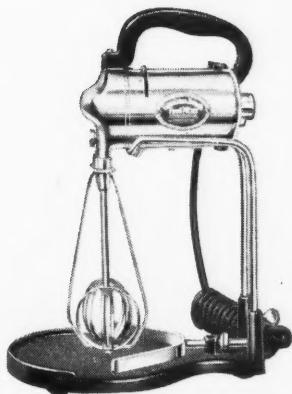
Ade-O-Matic Toaster

An attractive table appliance, in its bright, colorful finish, is the new Club Toaster brought out by the Ade-O-Matic Porcelain Products Company, Wrigley Tower, Los Angeles, exclusive sales agent. The manufacturer is the West Coast Specialties, Ltd., Los Angeles, Cal.

In this new toaster, both sides of the bread are toasted at the same time. The toaster is self-adjusting to any thickness of sandwich. Durably made of cast aluminum, the toaster is finished in "Coorlite" porcelain in blue, green or yellow. The intended retail price is \$7.95.—*Electrical Merchandising*, February, 1931.



New Electrical Merchandise



Hamilton-Beach Food Mixer

An electric food mixer that, among other services, will mash vegetables and chop fruits, is being introduced by the Hamilton Beach Manufacturing Company, Racine, Wis.

Three speeds are provided by the mixer—first speed for stirring and folding, second speed for whipping cream, beating eggs and similar operations and a third speed which gives great power for heavy work such as mashing potatoes, mixing heavy fruit cakes, meat loaves, etc. The mixer has worm gear drive, with beaters geared down 16 to 1, to run 1,000 r.p.m. in highest speed.

An important feature is that which permits locking of the beaters to one side of the bowl so that the bowl may be revolved, thus bringing all the contents of the bowl into contact with the beaters. The beaters are removable for washing. An extra set of beaters may be had for \$2.25.

Another feature is the adjustable bowl holder to accommodate any size bowl. The mixer weighs but 3½ lb., and may be held in the hand or used on stand. It is made for use on A.C. or D.C., 105 to 120 volts, 25-60 cycles. Special voltages are \$1.50 extra. The beaters are chromium plated, the motor case nickel plated and buff polished and the base is finished in black enamel. Diameter of the base is 6½ in.

The intended retail price of the mixer is \$18.50.—*Electrical Merchandising*, February, 1931.



Pierce-Airo Midget Receiver

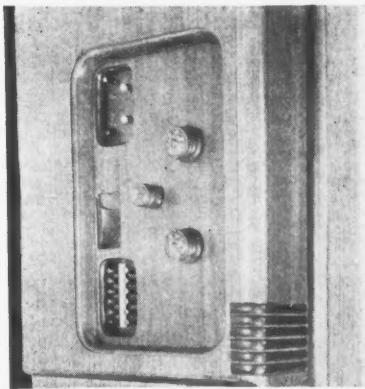
Pierce-Airo, Inc., 119 Fourth Avenue, New York City, has introduced another "De Wald" midget set. The new circuit is said to have greater amplification and selectivity. It is made in A. C. and D. C. models. The A. C. model (No. 524) employs three '24's, one '45 and one '80. The D. C. model (No. 632) uses three '32's, one '30 and two '31's. The set is housed in an attractive burled walnut cabinet. The intended retail price of the A. C. model, less tubes, is \$59.50; the D. C. model, less tubes, is \$63.50.—*Electrical Merchandising*, February, 1931.

RCA Victor Radio Pillow

A favorite program that may be thoroughly enjoyed without annoyance to disinterested listeners is now possible by the use of the "radio pillow" just developed by the Engineering Products Division of the RCA Victor Company, Inc., Camden, N. J.

The pillow is of regulation hospital size and is made of specially selected sponge rubber in which a sensitive radio reproducing unit is concealed. It is so constructed that although the sound permeates the pillow it cannot be heard except by resting the head on the pillow. The pillow was designed particularly for use in hospitals to replace ordinary earphones.

According to its sponsors, the pillow may be sterilized like an ordinary pillow and the pillow cases changed at will. A connecting cord of ample length is plugged into the centralized radio receiving system.—*Electrical Merchandising*, February, 1931.



Westinghouse Columaire Radio Receiver

Set in a slim, vertical cabinet, designed to meet the public demand for a radio receiving set occupying a smaller floor area than existing models, is a new "Columaire" receiver announced by the Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa.

Particularly adapted to small apartments, the new set occupies a floor space of 10 in. x 12 in. It is 59 in. high and will fit in corners or flat against the wall. The cabinet is of no distinct period design but leans slightly toward the modern.

Many new features are incorporated in this new set, chief among them being the elimination of the speaker grill from the front face of the cabinet and the placing of it vertically so that it is directed upward through the top of the cabinet. This arrangement provides a 5-ft. column of air under and behind the speaker, thus giving to the set its name of "Columaire." An attractive and useful feature of the set is the electric clock incorporated into the cabinet.

All controls and dials are mounted flush on the side of the instrument. The back of the cabinet is easily removed for replacing of tubes or for servicing. The circuit used is a 9-tube, screen-grid "super-heterodyne," with tone control.—*Electrical Merchandising*, February, 1931.



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Greist Hospital Lamp

That it clips onto the wall by means of a wall bracket but may be instantly removed from the bracket for use as an examining lamp is one of the features that recommends the new No. 3407 "Greist" lamp for hospital use.

The lamp is finished in statuary bronze. The shade is completely adjustable and properly directs light for comfortable reading. Hung in reversed position the lamp gives a soft, indirect light.

The manufacturer is the Greist Manufacturing Company, New Haven, Conn., and the intended retail price of this hospital lamp is \$7.50.—*Electrical Merchandising*, February, 1931.



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Kelvinator Crisper

In a descriptive item of the new Kelvinator "Yukon" appearing in the December issue, the "Crisper" was erroneously listed among the features of the new refrigerator. The item should have stated that the "Crisper" is an accessory of the "Yukon" line.—*Electrical Merchandising*, February, 1931.



Pottery Refrigerator Dishes

Lovely new refrigerators require lovely new accessories, such as the refrigerator dishes offered by the Sebring Pottery Company, Sebring, Ohio.

The dishes are made in four sizes, one dish of each size making up a set retailing for about \$5. Four colors are offered, terra cotta, light green, pink and ivory. Rectangular in shape, the dishes are of "fluted" design, as indicated in the accompanying illustration. All of the dishes are equipped with covers.—*Electrical Merchandising*, February, 1931.



New Electrical Merchandise

Robbins & Myers Modernistic Fan

With its smartly-flared guard, beveled base and shaded, silver-like finish, the new 8-in. Modernistic fan introduced by Robbins & Myers, Inc., Springfield, Ohio, is a striking departure from popular fan design.

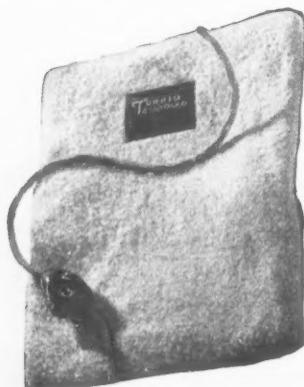
A feature of the fan's construction is the new Robbins & Myers masked oscillating mechanism mounted on the front of the fan between the motor and blades. Through this arrangement, all moving parts are concealed and protected by the rigid guard, providing safety and decorative features. A swivel hinge joint permits instant adjustment to any vertical or wall mounting position.

The fan is built in 25- and 60-cycle, 110 volts, A.C. types, listing at \$14.25 and \$12.75 respectively. It comes complete with cord and plug and single speed toggle switch mounted in the base. Another decorative fan, offered by the company for the fan season is the 10-in. oscillating "Art" fan, retailing for \$18.95 in A.C. and \$20.45 D.C.—*Electrical Merchandising*, February, 1931.



Torrid Heating Pads

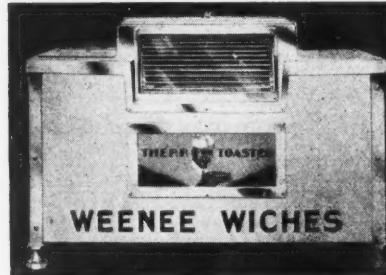
In this season of colds and aches, the Beardsley & Wolcott Manufacturing Company, Waterbury, Conn., is offering its new "Standard" and "Wilwear" heating pads. These pads have two independently-tested thermostats for temperature regulation and safety, the manufacturer explains. The Nichrome element is wound on an asbestos core and insulated with asbestos braiding. The three-heat Bakelite switch is designed so that it can be operated in the dark, by touch. The covering of the pads is eiderdown in pink, blue, chamois, checked and diamond plaid. An extra slip cover is provided for protection of the eiderdown. The intended list prices of the pads range from \$4.45 to \$5.95.—*Electrical Merchandising*, February, 1931.



Weenee Wishes Machine

A rotating electric oven barbecues "weenees" and frankfurters in the "Weenee Wishes" machine, making a delicious morsel, the manufacturer points out, because juices are not lost and the full flavor is retained. The machine is made by the Weenee Wishes Corporation, 2924 27th Avenue South, Minneapolis, Minn.

Approximately 20 to 24 "weenees" can be placed in the drum at one time. A steamer compartment keeps the buns hot. The machine is operated in full view of the customer and the flashing sign on the front is so arranged that it immediately engages the attention of passers-by.—*Electrical Merchandising*, February, 1931.



G-E 60-Minute Ice Cube Tray

For freezing ice cubes on short notice, the General Electric Company, Refrigeration Department, Hanna Building, Cleveland, Ohio, has developed its new 60-minute quick freezing ice cube tray.

The new tray is a "muffin-tin" type of tray, each cube being frozen in its own individual mold. This arrangement, it is explained, permits the cold to be conducted up the sides of each individual cube as well as on the bottom. All that is necessary for the use of the tray is to adjust the temperature control at its fastest freezing point and place the fast freezing tray only in the super freezer. The tray is aluminum and is equipped with cover. The intended list price of the tray is \$1.50.—*Electrical Merchandising*, February, 1931.



Plug Protector

"R-mord" is the name of a new device announced by the Paramount Radio & Electric Company, Inc., Northfield, N. J. This new device is equipped with a spring attachment which automatically throws a metal shield over the plug and prongs when the plug is withdrawn from the receptacle.

This new protector is specially recommended for use in industrial plants and shops where a great many extension cords are used for electric soldering irons, drills, grinders, buffers, etc., and in the home for use with washers, irons, cleaners, etc. The "R-mord," the manufacturer points out, is unbreakable and absolutely fool-proof. It is made in four crystal colors, retailing for 35c. each, and is shipped in attractive display cartons containing ten each.—*Electrical Merchandising*, February, 1931.

Kohler Electric Plant

A "double-duty" electric plant that supplies current for a number of lights, without operating, and power for heavy duty from the generator after the plant has been started automatically, has been brought out by the Kohler Company, Kohler, Wis.

With this new model D-32 plant, a few lights can be kept burning for long periods without starting the plant. From seven to twelve 25-watt lamps, it is explained, can be turned on and supplied from current from a small two-tray rubber cell 32-volt battery.

When the demand has reached 300 watts, the plant automatically starts, the load is shifted from the battery to the plant and current goes directly from the generator to the line. When the load is reduced to approximately 200 watts, the engine stops and current for the lights again is taken from the battery. The entire operation is automatic and the battery is charged automatically. The new plant has a capacity of $\frac{1}{2}$ kw. With the engine running, it operates motors up to 2 hp.—*Electrical Merchandising*, February, 1931.

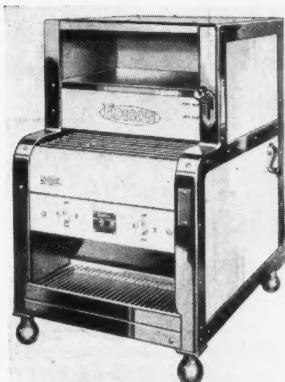
Eureka De Luxe Cleaner

Full floating brush, leatherette bag with patented steel spring opener, steel handle with hard rubber "pistol" grip, four wheels instead of three, a new tilting device and a rubber bumper for the protection of furniture are some of the outstanding features incorporated in the new Grand Prize De Luxe cleaner announced by the Eureka Vacuum Cleaner Company, Detroit, Mich.

By spring pressure, the new brush "rides" on the surface of the floor covering and provides positive brush action. The bag of the new cleaner is of red leatherette, easily cleaned with a damp cloth.

The intended retail price of this new cleaner is \$59.50.—*Electrical Merchandising*, February, 1931.

New Electrical Merchandise



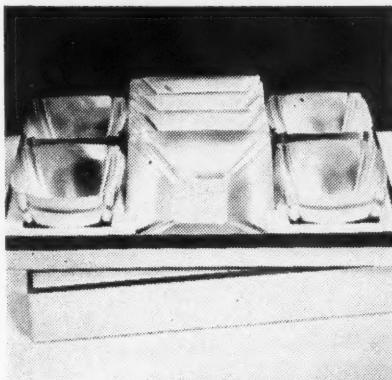
Improved Heavy-Duty Hotpoint Toaster

For institutional use where a large amount of toast is required in a short time, the Edison General Electric Appliance Company, Inc., 5600 West Taylor Street, Chicago, has brought out an improved model 515T21 toaster. This heavy-duty appliance is made to turn out 690 standard size slices of toast in an hour or 460 large slices.

This toaster employs a continuous conveyor driven at a constant speed by means of an electric motor. The outer shell, or cabinet, is of white vitreous enameled steel, with nickel trim.

Improvements incorporated in this new toaster are the Calrod instead of open coil units, wiring arrangement so that each switch controls half of both the upper and lower units, in order to permit flexibility of operation and the single damper lever controlling the upper and lower dampers. A hand crank has been provided on the right-hand side of the toaster for running toast through faster than the normal speed of the conveyor. The intended list price of this toaster is \$235.—*Electrical Merchandising*, February, 1931.

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Silver Frozen Dessert Service

Of gleaming silver and of modern design is the new silver-plated frozen dessert set offered by the Chase Brass & Copper Company, 200 Fifth Avenue, New York City, is an appealing electric refrigerator accessory for the woman who takes pride in table appointments.

The set consists of four plates and four dishes, plated with pure silver on 18 per cent nickel silver, satin gloss finish. The dishes are designed to fit the freezing trays of mechanical refrigerators and the desserts can therefore be frozen in the dishes in which they are to be served. The intended retail price of the set is \$5.—*Electrical Merchandising*, February, 1931.

Esrobert Ceiling Sun Lamp

Particularly suitable for use in hospitals, nurseries, gymnasiums, indoor swimming pools, indoor golf courses, bowling alleys and other places where a bit of sunshine is welcome, is the new "Esrobert" ceiling type sun lamp, brought out by S. Robert Schwartz & Bro., 160 Varick Street, New York City.

The S-1 bulb employed in the new lamp is that used in the G-E and Westinghouse sun lamps. The special glass of the bulb is designed to filter out the harmful rays and to permit the passage of the healthful ultra-violet rays only.

Finishes of the S-1004 ceiling lamp are antique bronze or antique ivory. The lamp is intended for operation on 60 cycles, 105 to 120 volt, A.C. circuits, and is equipped with a special antiglare unit. A heavy 3-ft. chain is furnished, which can be shortened to the desired length. The oxidized aluminum reflector is 16 in. in diameter. List price of the lamp is \$69.50.—*Electrical Merchandising*, February, 1931.



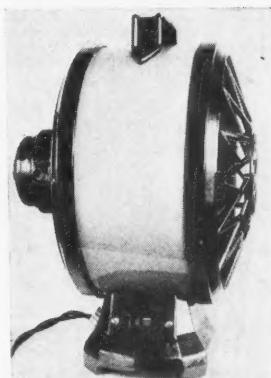
Com-Fo-Lator Heater and Fan

Described as embodying the services of electric heat circulation, cooling, infra-red radiation, emergency clothes drying and hair drying, is a new device brought out by the Com-Fo-Lator Company, Ltd., 1044 South Olive Street, Los Angeles, Cal.

A feature of this new "Com-Fo-Lator" is a special reflector and a circle of fins which it is explained, provide a mass of metal which, heated by the element, transfer the heat at low temperature to a volume of air fan-impelled over them, retaining the natural humidity of the air and uniform oxygen present. A 1,500-watt element is used.

A specially designed motor and fan unit has been made for the "Com-Fo-Lator" by the Robbins & Myers Company with a low speed of 800 r.p.m. for use with the heater, or 1,500 r.p.m., for use as a cooling fan.

The device has heavy cast base and grills with cast undergrill to protect connections and switches. The finish is heavy porcelain enamel. Weight of the "Com-Fo-Lator" is 21 lb. and the intended retail price, \$45.—*Electrical Merchandising*, February, 1931.



Hammond Clocks

Two new, 1931, models of electric clock have been announced by the Hammond Clock Company, 2915 North Western Avenue, Chicago. These new models are the "Logan" and the "Oakwood," retailing, respectively, at \$6.75 and \$8.75.

The "Logan" (below), the lower priced model, is 4 1/2 in. x 4 in. wide and has case of Bakelite, in walnut color. The buff-tinted, recessed dial is an attractive background for the brown numerals and gold-finished second hand.

The "Oakwood" model also has case of walnut Bakelite. It is 6 1/2 in. high and is 5 in. at the base. Like the "Logan," it has recessed dial. The Flasher disc and gold-finished second hand are included.—*Electrical Merchandising*, February, 1931.



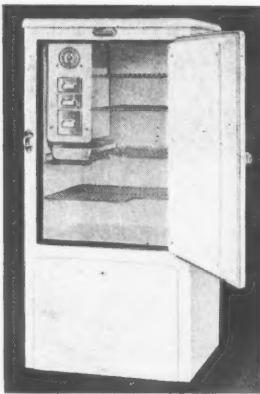
National Utility Receptacle

An expansion bit, boring a 1 1/2-in. hole, is sufficient to provide the outlet recess for the new utility receptacle and outlet box brought out by the National Electric Products Corporation, National Metal Molding Division, Pittsburgh, Pa.

The new device is known as Catalog No. 60. It is an inexpensive device, taking either armored cable or non-metallic sheathed cable and can be easily installed.

The box, with angle back and angle connector avoids short radius bends and permits easy installation without cramping or forcing the cable into narrow apertures. A 15-amp., 125-volt—10 amp., 250-volt Bakelite receptacle with face formed to provide automatic locating and centering of the rugged T-slot terminals is employed to provide positive and permanent contact and trouble-proof outlet. The wide brass flange with satin-mat finish completely covers the opening and presents an attractive appearance, blending in well with finish of wall, baseboard or floor.—*Electrical Merchandising*, February, 1931.

New Electrical Merchandise



Copeland Refrigerators

Eleven new models are included in the domestic line of electric refrigerators presented by the Copeland Sales Company, 332 Cass Avenue, Mt. Clemens, Mich., at the Copeland National Dealers and Distributors Sales Convention.

Among the features of the new line are the "Colderisper," a special receptacle for freshening vegetables, "Cold-Tray," a deep cover to the "Colderisper" for chilling salads, "Coldrawer," a low temperature compartment for frozen foods, removable water chiller and automatic interior electric lighting.—*Electrical Merchandising*, February, 1931.



Simplex Waffle Iron

One of the newest additions to the Simplex line of the Simplex Division, Edison General Electric Appliance Company, 5600 West Taylor Street, Chicago, is the waffle iron pictured, No. 849Y160. This new iron is an \$11.50 value and was produced primarily for central station campaigns. It is also available to jobbers and dealers, the Company states, at an attractive net price.—*Electrical Merchandising*, February, 1931.

Ideal Unit-Type Motor

Announcement is made by the Ideal Electric & Manufacturing Company, Mansfield, Ohio, of a complete series of electric motors, built with standardized units (rotors and stators) which are interchangeable for all types. Thus standard horizontal motors, shell type motors, flange type motors, vertical motors, special applications of "built-in" motors requiring only the active elements, all take the same rotors and stators. Interchangeable standardized rotor and stator units, and brackets, bearings, and bases apply not only to squirrel cage induction motors but also to slip ring induction and d.c. motors.

Interchangeable ball, roller or sleeve bearings, anti-friction bearings are supplied as standard because of their many advantages.—*Electrical Merchandising*, February, 1931.

Westinghouse Small Circuit Breakers

To protect electrical circuits in the home and to provide, at the same time, convenient means for restoring service after a circuit has been overloaded and opened, the Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa., has developed a combined switch and circuit breaker for use on house circuits. This new device is designed to eliminate all dependence upon fuses for circuit protection and to avoid the inconveniences of replacement attending their use.

The device can be operated as an ordinary "on" and "off" switch to control the circuits as desired, and in addition, it has built into it a trip mechanism which causes the switch to open if the current exceeds the maximum for which it has been set.

A group of these small circuit breakers, mounted on a single panel and located at a central point in a house, provides a convenient method of controlling the branch circuits. The panel does not in any way spoil the appearance of a room. The "No-Fuze Load Center," as the group of small circuit breakers is called, is absolutely fool-proof and perfectly safe, it is declared, the breakers being completely enclosed and sealed.—*Electrical Merchandising*, February, 1931.

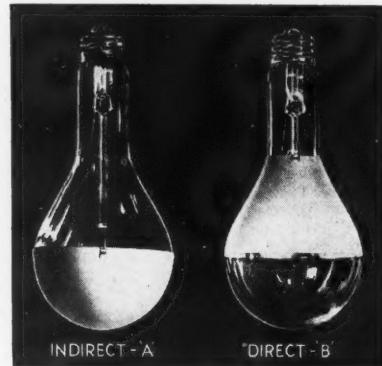
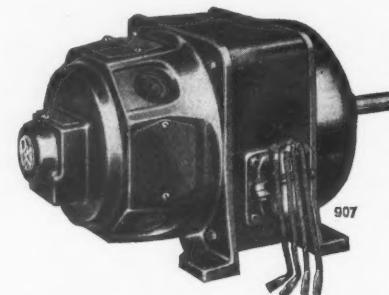
Simplex Heating Pad and Chest

Because, in the after-Christmas buying slump, the purchaser demands extra value for his money, the Simplex Division of the Edison General Electric Appliance Company, 5600 West Taylor Street, Chicago, is offering an attractive combination in its heating pads, encased in a lovely genuine Tennessee red cedar chest. This little chest, measuring inside 12 x 10 x 2½ in., is sturdily constructed throughout, has polished brass straps and handles, solid brass padlock with key, and may be used as handkerchief or vanity case.

With the chest, heating pad No. 846Q9, 11 x 14 in., with tan and brown cover, is listed at \$7.95. The De Luxe pad, 12 x 15 in., with three heats and pink, blue, orchid, green or tan cover, is \$9.50.—*Electrical Merchandising*, February, 1931.

Robbins & Myers Motors

A new line of box frame motors, in sizes from $\frac{1}{2}$ to 3 hp., has been announced by Robbins & Myers, Inc., Springfield, Ohio. Prominent features of the new motors are the compact, powerful construction; semi-enclosed end heads; identical mounting dimensions on repulsion induction single phase, polyphase and direct current types having similar ratings and speeds. An improved wool yarn bearing lubrication system is standard, it is explained, but ball bearing motors of identical types are built on special order.—*Electrical Merchandising*, February, 1931.



Tru-Wat Lamp Reflector

A new "form-fit" reflector, designed to fit the contour of Mazda lamps, has been developed by the Bryant Park Electric Lamp Company, 260 West 41st Street, New York City.

The reflector may be had in models to fit all lamp types and is offered in three shapes—Indirect-A, Direct-B and Cove-C. Attachment of the reflector to the lamp is simple and effective. It has high mirror-polished reflecting surface of heavy electro-plated chromium on suitable metal base.—*Electrical Merchandising*, February, 1931.

Royal Standard Ranges

Four new "Royal Standard" ranges, supplementing the four "Royals" which were introduced during the past year, have been announced by the Standard Electric Stove Company, Toledo, Ohio. The addition of these four new ranges now makes a complete line in this series, the company announces, from the small 36-in. range, No. 1112, up to and including the largest "Royal" model, the "Royal Chef," 44 in. in width and including an extra broiler.

Features of the new ranges are the concealed hinges and bolts, streamline construction, new type plug-in switches, reciprocating and load-balancing switches, aluminum-lined ovens, appliance receptacle, complete time and temperature control.

Model 1132 has two 8-in. and one 6-in. surface unit and 16x14x18-in. oven. It is listed at \$183; No. 1114, with three 8-in. hotplates, has oven 14x14x18 in. and is listed at \$186; No. 1116 has four 8-in. hotplates and oven 14x14x18 in. and lists at \$196; and No. 1136, with four 8-in. hotplates, oven 16x14x18 in., and lists at \$201.—*Electrical Merchandising*, February, 1931.

A. C. Electric Plant

An alternating current electric plant has been announced by D. W. Onan & Sons, 65 Royalston Avenue, Minneapolis, Minn. The plant is gasoline-driven and generates 110-volt, 60-cycle alternating current. It is made in three sizes, 500, 1,000 and 2,000-watt sizes and in six models, manual and self-starting.

Many original features are incorporated in the plant, the manufacturer points out. A four-cycle, single cylinder engine is connected through a special flexible coupling to an alternating current generator of compound, separate excited type, which is so wound and balanced as to produce even voltage and accurate cycle, a duplicate of that furnished by power companies and service corporations.

Radio, refrigerator, washing machine and other equipment now made for use on central station lines can be operated in isolated districts from this new plant.—*Electrical Merchandising*, February, 1931.



The Fixing Line News.

New York

"For the Man at the Sales Front"

February, 1931

Quinn Made Vice-President of General Electric; Zimmerman Heads Refrigeration Department

Former Refrigeration Department Manager to be Chairman of New Home Appliance Committee

CLEVELAND, O.—T. K. Quinn, who has been manager of the electric refrigeration department of the General Electric Company, has been elected vice-president of the company and has been named chairman of the company's home appliance sales committee.

P. B. Zimmerman, sales manager of the electric refrigeration department, has succeeded Mr. Quinn as manager of the department and G. J. Chapman, formerly credit manager of the company's incandescent lamp department at Nela Park, Cleveland, has been named assistant manager of the Electric Refrigeration Department.

Two other promotions also were announced. M. F. Mahony who has been assistant to the sales manager has been named manager of the sales division and A. M. Sweeney, former assistant to the manager has been named manager of production.

The announcement concerning the company's home appliance sales committee has far-reaching significance inasmuch as the new committee will co-ordinate all the selling activity of General Electric Company appliances including General Electric refrigerators, radios, ranges, washers, water heaters, lamps, vacuum cleaners, clocks, sun lamps, heating devices and table appliances throughout the country.

As chairman of the home appliance sales committee, Mr. Quinn will group together all departments of the company engaged in selling electric appliances for the home. On the sales committee will be George A. Hughes, president of the Edison General Electric Appliance Company, Chicago; J. E. Kewley, manager of the incandescent lamp department, Nela Park, Cleveland; C. E. Wilson, manager of the merchandise department, Bridgeport, Connecticut and Mr. Zimmerman, newly appointed manager of the electric refrigeration department, Cleveland.

Mr. Quinn's new headquarters will be in New York City, while headquarters for the electric refrigeration department will remain in Cleveland, where they were established four years ago.

Buchanan New G. E. Supply Chief

Wilson and Barnes Advanced

Charles E. Wilson of Bridgeport has been elected vice-president of the General Electric Company, H. H. Barnes, Jr., of New York, has been made a commercial vice-president in charge of the New York district, and J. L. Buchanan of Bridgeport has been named president of the General Electric Supply Corporation, according to an announcement by Gerard Swope, president of the General Electric Company, following a meeting of the board of directors of the company. At the same time the retirements of Vice-President Charles E. Patterson, and C. C. Chesney were announced.

Hutchinson Awarded 1930 McGraw-Hill Medal For Cooperation

Posthumous Award Made on Petition of West Coast Electrical Industry

Final Plans Announced for Oil Burner Show

Final plans for the eighth annual convention and show of the oil burner industry to be held in Philadelphia, April 13-18, were completed at a meeting of the directors of the American Oil Burner Association in Philadelphia January 14. Convention meetings, it was announced, will be held in the Ben Franklin Hotel while the exposition will be staged on the exhibit floor of the Gimbel Building across the street.

Harry F. Tapp, Executive Secretary of the Association, disclosed that 115 out of a total of 125 booths had already been reserved by members and it was anticipated that the remaining ten booths would be gone within a short time. The sale of space, Mr. Tapp said, indicates a greater interest in the show this year than ever before in the history of the association.

Tough Decision



The judges in Westinghouse Radio's \$10,000 cabinet improvement contest have their work cut out for them with 50,000 ideas submitted. Left to right: Rosamond Pinchot, Miss Helen Koues. Standing: Miss Neysa McMein, E. B. Ingraham, A. W. Robertson, Raymond Lowey.

NEW YORK, N. Y.—The 1930 James H. McGraw Medal and Purse for Cooperation in the electrical industry has been awarded posthumously to Charles T. Hutchinson of San Francisco, former president of the McGraw-Hill Company of California.

Recommended for the medal several years ago, the fact that he was a member of the McGraw-Hill Company naturally made him ineligible. Shortly after his death last February, however, the Committee of Awards received a petition from the Pacific Coast citing the contributions made by Hutchinson to the promotion of harmony and cooperation among the various electrical associations and interests of the far west. The petition was signed by the presidents of the several electrical associations on the coast and supported by letters from twenty odd leaders of the industry, with the plea that his relationship to the McGraw-Hill organization be disregarded.

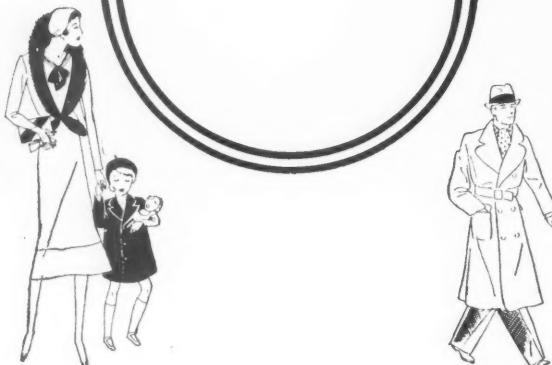
The judges, C. L. Edgar, S. L. Nicholson, G. E. Cullinan and L. W. Davis voted the posthumous award to Mr. Hutchinson and the medal, purse and certificate, together with the position from the coast, have been presented to Mrs. Hutchinson.

The citation read in part: "His neutral position as an editor and his natural qualities of leadership brought him into intimate relationship with the problems and purposes of the power companies, manufacturers, wholesalers, contractors and dealers alike and gave him an unusual insight into their achievements, their responsibilities, their perplexities, their aspirations and their ideals. He became deeply interested and actively engaged in the organized activities of each group and in the coordination of these group activities for the advancement of the common interests of the entire industry.

"Just prior to his untimely death, he devised and perfected a plan for unifying the organization, financing and operation of the several groups in California on a broader basis of mutual interest, which has now been established.

STOP

ten



Ask them which refrigerator they prefer
 . . . that will show you better than anything
 else what refrigerator you should sell

IN thousands of American homes, the purchase of an electric refrigerator is just around the corner. These people may not buy tomorrow or next week, but don't forget one important fact—*THEY KNOW THE MAKE THEY ARE GOING TO BUY.* So certain are we of General Electric's place in popular favor, that we ask



every present or prospective dealer in electric refrigeration to make this test:

Ask the first ten people you meet, which electric refrigerator they prefer. Talk to 20 or 30 people if you wish. Then check the percentage who named "General Electric" against all the others. The result will

GENERAL  ELECTRIC
 ALL-STEEL REFRIGERATOR

DOMESTIC, APARTMENT HOUSE, AND COMMERCIAL REFRIGERATORS
 ELECTRIC WATER COOLERS AND MILK COOLERS



people at random

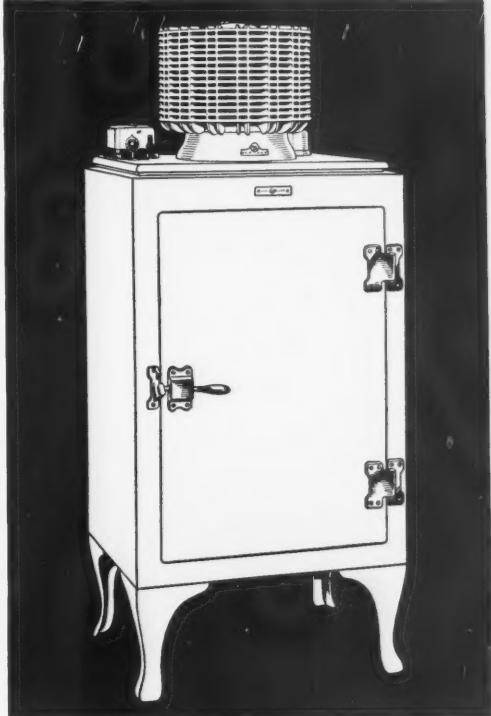


be both illuminating and profitable in reaching a decision as to which line to sell.

You can fight Prestige—or you can harness it to your business for a long and profitable ride. Discover for yourself that the public knows and believes the story of the Monitor Top, with its hermetically-sealed, self-oiled, permanently quiet mechanism that eliminates the service bugaboo. The public is *acting* along those lines. Hence the heavy trend to General Electric—creating success and good will for General Electric dealers.



General Electric Company, Electric Refrigeration Department, Section DE 2, Hanna Building, 1400 Euclid Avenue, Cleveland, Ohio.



Join us in the General Electric Program, broadcast every Saturday evening, over a nation-wide N. B. C. network

SHOTS FROM THE FIELD



Above, E. L. Manning, engineer, demonstrates the feasibility of popping corn by radio. Picture shows the high-frequency heater, the iced electrodes and a bag of corn which gives all the appearance of having been popped



Texas is a big state. George Turney, Kidd-Russ Company, Philco distributors, wants a lot of speed. Hence the snappy plane



F. D. Phillips, vice-president, Tafel Electric Company, Louisville, gets the gold-plated iron. Donated by Westinghouse for years leading bogey-buster, it is presented by P. Y. Danley, domestic appliance manager



Miss Betty Jane Strawn of the Kansas City Power & Light Company has just been made Grand Exalted Lady Bug of the women's auxiliary, Phi Omega Sigma, Fraternity of Light, which was organized by Curtis Lighting, Inc. There are now some 4,000 members of the fraternity. She has to wear a green scarab

Some glimpses of the wonders to come are always popping out of the General Electric laboratories. Here is the same gentleman shown with a "talking neon light"



When W. A. Dannenhauer, manager range sales promotion for Hotpoint, attended a sales meeting of the Utah Power & Light Company recently he was "put on the spot" a la Al Capone. R. M. Bleak, superintendent of lighting and appliance sales for the power company plays the part of the master mind

Jack Lofstedt of the Robert Donahue Company, Burlington, Iowa, distributors for the Hammond Clock Company, uses his own plane to get around the country without wasting time

Electrical Men in the Month's News



CHAPMAN

From credit manager of G. E.'s incandescent lamp department at Nela Park, G. J. Chapman has been named assistant to P. B. Zimmerman in charge of the Electric Refrigeration Department.



ZIMMERMAN

From sales promotion of lamps, to the sales management of the Electric Refrigeration Department, P. B. Zimmerman succeeds T. K. Quinn as manager of the department.



QUINN

G. E.'s newest vice-president, T. K. Quinn also becomes chairman of the new home appliance sales committee, will group together company appliance department activities.



BUCHANAN

The new president of the General Electric Supply Company, J. L. Buchanan makes his headquarters at Bridgeport, Conn.

T. F. Kelly Takes Charge of Hoover Dealer Relations

Formerly Head of Canadian Branch

NORTH CANTON, O.—The Hoover Company, announce the appointment of Thomas F. Kelly in charge of a new department to be known as the Dealer Relations Division. Mr. Kelly is a member of Merchandise Sales Committee, Commercial Section, N.E.L.A.

This department will function in maintaining close contact between the field organization of The Hoover Company with dealers and also between dealers and the head office.

Mr. Kelly has been associated with The Hoover Company for twelve years—serving first as sales manager of The Hoover Company, Limited, in Canada; then in 1926 being made branch manager at Chicago, Illinois, and since the Fall of 1927 has been a sales executive at the headquarters office and in charge of the activities of their Public Utility Dealers.

Previous to his joining The Hoover Company Mr. Kelly was connected with The Dayton Power and Light Company at Dayton, Ohio, resigning as commercial manager and a director of that company to take charge of Hoover sales in Canada.

Premier Promotes Thornhill

VANCOUVER, B. C.—W. P. Thornhill, district manager in British Columbia for the Premier Vacuum Cleaner Company of Toronto has just been promoted divisional manager for the province of Ontario. Mr. Thornhill has already left for Eastern Canada to assume his new duties. He has been in charge of the company's business in British Columbia since spring, 1930.



KELLY

Associated with the Hoover Company for 12 years, member, Merchandise Sales Committee, N.E.L.A., T. F. Kelly now heads new Hoover Dealer Relation Division.



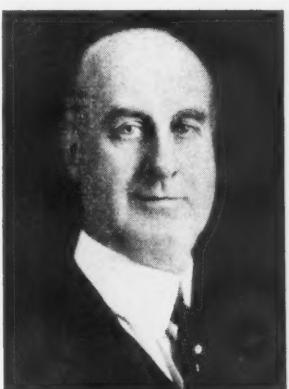
CORDINER

When Ray W. Turnbull was made vice-president in charge of sales for the Edison G. E. Appliance Company, he was succeeded as Pacific Coast district manager by R. J. Cordiner, above.



GUBB

A radio salesman in New England nine years ago, later east-central divisional manager, Larry Gubb is celebrating his promotion to Philco sales manager by a flying trip to the coast.



CARGO

Mountain states representative for the Westinghouse Company, associated with them for 42 consecutive years, L. M. Cargo has just been named president of the Electrical League of Colorado.

North Serving Ninth Term as Cleveland League Head

Ireland of Westinghouse Vice-President

CLEVELAND, O.—J. E. North is now serving his ninth term as president of The Electrical League of Cleveland. He was re-elected to the post at a meeting of the league's new board of directors recently. Identified with the electrical industry since 1903, North is a director of the Society for Electrical Development and until recently served as chairman of the National Electrical League Council.

The league board named J. Morris Ireland, manager of the Cleveland group offices of Westinghouse Electric & Manufacturing Company, as vice president, while Harry Hutchisson, formerly president of the Davis, Hunt, Collister Company, was elected secretary-treasurer.

The new board includes: David Atiken, Sr., Worthington Company; W. D. Davis, Halle Bros.; A. P. Goldberger, Doan Electric Company; H. L. Grant, Graybar Electric Company; Chas. B. Gray, National Lamp Works; J. Morris Ireland, Westinghouse; H. L. Martien, Martien Electric Company; G. E. Miller, Cleveland Electric Illuminating Company; C. H. Oppenheimer, Enterprise Electric Lighting Fixtures, Inc.; Wm. Peters, May Company; James Sidway, Westinghouse Electric Supply Company; R. J. Strittmatter, Apex Electric Manufacturing Company; C. H. Wilson, General Electric Supply Company, and F. F. Whitney, General Electric.

New S.E.D. Booklet

The Society for Electrical Development has just issued for architects' guidance a publication on the subject of adequate wiring for houses and apartments entitled "A Guide To Planning the Electrical Wiring."

They're Not Worrying

Another group to whom the conditions of 1930 mean nothing when the prospects for 1931 are contemplated; Norge refrigerator distributors and factory representatives, meeting in Chicago at the offices of the Borg-Warner Corporation, parent company, lay plans for a 300 per cent increase in business for the coming months.

Colorado Names Cargo Head of League

At its election held in Denver, the Electrical League of Colorado named L. M. Cargo president. The four vice-presidents who assumed office immediately following their election as chairman of the four component groups are: W. A. J. Guscott, electragist; J. J. Cooper, manufacturer; E. E. Brazier, distributor, and R. G. Gentry, Public Service Company of Colorado, of the utilities group. E. E. Headrick, Headrick Electric Company, of the electragist group, and Dean D. Clark, commercial manager of the Mountain States Telephone & Telegraph Company, succeed themselves as secretary and treasurer, respectively.

Mr. Cargo, Mountain States representative for the Westinghouse Electric & Manufacturing Company, is a real "old timer" in the electrical business, having been continuously with the same firm for forty-two years, thirty-three of which have been spent in the Rocky Mountain region. He introduced alternating current motors to the mining industry in Colorado and became the first president of the Electric Club, pioneer adjunct of the Denver Chamber of Commerce.

Wolfrom to Run Utah Electrical League**Berryman Made Vice-President**

C. A. Wolfrom, manager of the Salt Lake division of the Utah Power & Light Company, was elected president of the Electrical League of Utah at the annual election of members of the board of trustees and officers for the ensuing year, held recently. He succeeds G. W. Forsberg, of the Wasatch Electric Company.

W. J. Berryman, sales manager of the Mine & Smelter Supply Company, was elected vice-president, and F. S. Cundiff, commercial manager of the Mountain States Telephone & Telegraph Company, was named secretary-treasurer.

Larry Gubb New Philco Sales Chief**Kennally Brothers Made Division Managers**

Larry E. Gubb, newly appointed sales manager of Philco radio, is now on the Pacific Coast, where he will spend two months before making his headquarters in Philadelphia.

Mr. Gubb's appointment as general sales manager was announced at the convention of the distributing organization, held in Philadelphia. He joined the Philco organization as sales representative in New England nine years ago. He was appointed divisional manager and was until recently East-Central Division manager, with headquarters in New York.

Another change announced at the midwinter convention was the division of the former East-Central Division into two territories. J. R. Kennally will head the New England Division, and his brother, T. A. Kennally, will be manager of the present East-Central Division.

Indoor Football—and At Night

In its associations with N.E.L.A. conventions and radio conventions, the big, new auditorium at Atlantic City is not without its memories despite its newness. Never before, perhaps, has its real size been visualized until the first indoor football game between Washington & Jefferson College and Lafayette was played. Westinghouse floodlighted the place for proper illumination, 48 freight cars brought the dirt for the field, 20,000 people saw the game—many of them in formal evening dress. The highest punts were still a long way from the roof which has a span of 350 feet, clearance above the field of 135.

Tulane-Nela Lighting School on This Month

NEW ORLEANS, LA.—The Lighting School to be held under the joint auspices of the College of Engineering, Tulane University, and the Southwestern Geographic Division, N.E.L.A., will be held in New Orleans during the last week in February. Final arrangements have been made for the courses of instruction to open on Tuesday, February 24, 1931, and to continue through Friday, February 27th. The lighting course will consist of 20 lectures ranging from fundamentals of illumination to the last word in the newest developments of the lighting field.

The staff of instructors will include: Sam G. Hibben, manager of the Commercial Engineering Department, Westinghouse Lamp Company; C. J. Stahl, Westinghouse floodlighting specialist, who designed the floodlighting effects for the recent Exposition at Barcelona.

Washing Machine Men Looking at You

Declines in washing machine sales and production in 1930 don't seem to have affected the good spirits of washer manufacturers. The picture above was taken at the annual convention of the Washing

Machine Manufacturers Association, held recently at the Drake Hotel, Chicago. Nor could anything disturb the appetites. As somebody says, they jes' met, set an' et."

